

Southern

HARDWARE

JANUARY

1957

Ann Arbor Mich
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University Microfilms
on on
arden
Equipment
Pg. 41

Including the SOUTHERN FARM EQUIPMENT Section

ACCO's Chain Sales-Maker

**-NEWLY IMPROVED
TO MAKE YOUR SELLING JOB
EASIER THAN EVER!**

The popular ACCO CHAIN SALES-MAKER—the convenient display stand that has given a big boost to chain sales in hardware stores everywhere—has now been improved by the addition of a handy, quick-action Chain Cutter. This makes it easy to snip off just the amount of chain your customer wants. It saves time and steps on every sale.

This sturdy, attractive ACCO CHAIN SALES-MAKER permits you to display a wide assortment of chains in very little floor space. It puts your chain stock out where your customers can see it—feel it—buy it! Get your Sales-Maker and watch your chain sales rise. Shipped complete with your choice of chain assortments; chain comes on reels, as shown at right.

ASSORTMENT NO. 38 (7 REELS)

175 Ft. 2/0 Tenso Chain, Bright Zinc Plated	100 Ft. 35 Sash Chain, Bright Zinc Plated
125 Ft. 3/0 Lock Link Chain, Bright Zinc Plated	200 Ft. 1/0 Brass Safety Chain, Bright Finish
200 Ft. 3 Tenso Chain, Bright Zinc Plated	200 Ft. 16 Double Steel Jack Chain, Bright Zinc Plated
75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated	

ASSORTMENT NO. 42 (7 REELS)

175 Ft. 2/0 Tenso Chain, Bright Zinc Plated	100 Ft. 35 Sash Chain, Bright Zinc Plated
200 Ft. 3 Tenso Chain, Bright Zinc Plated	200 Ft. 1/0 Brass Safety Chain, Bright Finish
75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated	220 Ft. 16 Single Steel Jack Chain, Bright Zinc Plated
125 Ft. 2/0 Straight Link Elwel Coil Chain, Bright Zinc Plated	

ASSORTMENT NO. 43 (7 REELS)

175 Ft. 2/0 Tenso Chain, Bright Zinc Plated	100 Ft. 35 Sash Chain, Bright Zinc Plated
200 Ft. 3 Tenso Chain, Bright Zinc Plated	200 Ft. 1/0 Brass Safety Chain, Bright Finish
75 Ft. 2/0 Twist Machine Chain, Bright Zinc Plated	220 Ft. 16 Single Steel Jack Chain, Bright Zinc Plated
150 Ft. 2/0 Passing Link Chain, Bright Zinc Plated	

Order from Your Distributor

DEALERS:

If you now have an ACCO Chain Sales-Maker of the type shown above right, order a Chain Cutter from your Distributor. Clamps on easily—no holes to drill.

(NOTE: Do not use Chain Cutter to cut case-hardened chain)

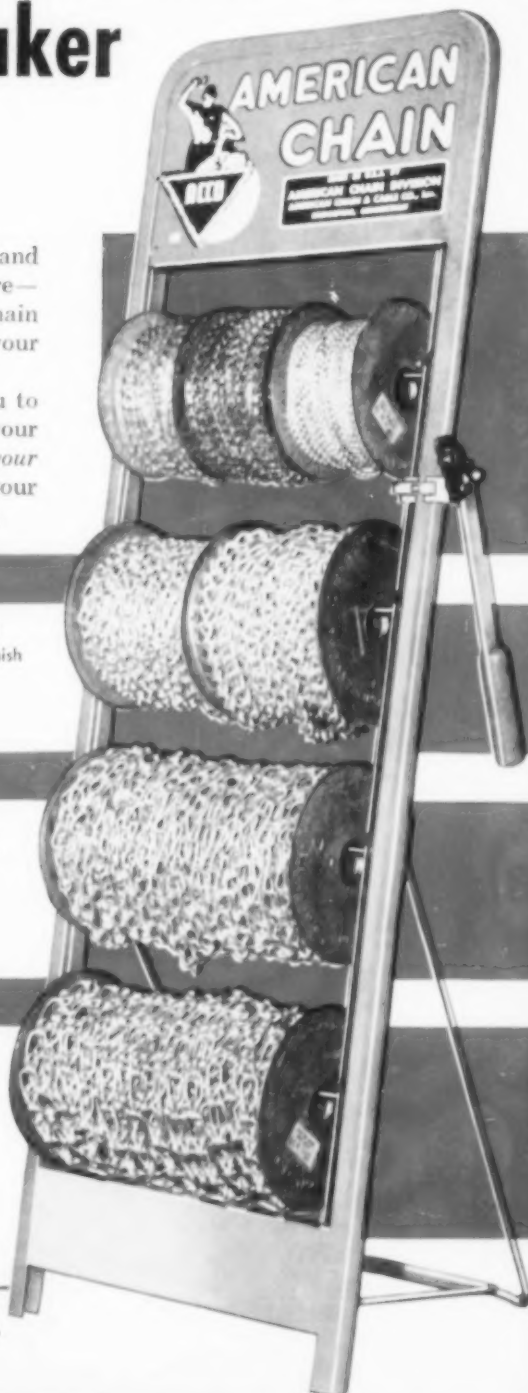
ACCO



**American Chain Division
AMERICAN CHAIN & CABLE**

†York, Pa., *Atlanta, Boston, *Chicago, *Denver, Detroit, *Houston, *Los Angeles, New York, Philadelphia, Pittsburgh, *Portland, Ore., *San Francisco, Bridgeport, Conn.

*WAREHOUSE STOCKS †FACTORY



King Cotton

STRONG
INDIA AND JUTE
TWINE

PURE MANILA
ROPE

UTILITY CORD

BRAIDED CORD

King Cotton®

HEAVY - LIGHT
INDIA - JUTE

THE HARDWARE DEALER'S
Complete. Best Packaged
LINE

Most
and Most

- BRAIDED
- TWISTED
- SASH
- CLOTH
- WRAP
- NYLON
- SEWING
- CORD

WAVY

• VARIEGATED • NYLON

Big ball
TWINE

VENETIAN BLIND
CORD

CHALK LINE

MASON'S LINE

100% NYLON
ROPE

King Cotton CORDAGE

105 Duane Street • New York 8, New York

CHALK LINE

NYLON

NYLON



PAGES

Display Pack



Green Hornet
\$6.95. Top value,
level-wind reel,
spool, Duo-Pawl,
drag and click,
stic arbor.



Bronson Altoona
\$3.25. Tear-drop-
plates in lustrous
te. Full quadruple
Level-wind, snap-
lock plated.

Make an extra 10%
on all these popular reels

Here's the way to extra sales, extra profits. Colorful Display Pack No. 27 shows off fishing's most popular collection of bait casting reels in less than a square foot of space. Shipping carton converts into display with dust-proof acetate cover—in seconds. AND you get an extra 10% discount on the whole package, with the display given FREE! You pay only \$20.82—you make \$17.73 profit at the \$38.55 list price. Order your Bronson Display Pack today!

Sell 'em all—a family at a time!

Why settle for single sales, single profits—when it's so easy to sell Bronson bait casting reels a family at a time?

You can show a Bronson bait casting reel for everyone—beginner, expert or just plain angler. You can point out the superior Bronson engineering and craftsmanship that pay off in sales and customer satisfaction. And you can outfit every member of the family

because you have a complete range of prices and models.

Consistent, hard-hitting Bronson advertising is paving the way for your family sales. Fishermen everywhere are being sold month after month on "fishing fun is family fun... especially with a Bronson." So get those multiple sales, and profit with Bronson—a family at a time.

BRONSON REEL COMPANY • BRONSON, MICHIGAN

Division of Higbie Manufacturing Company

Bronson
FISHING REELS



King Cotton®

**THE HARDWARE DEALER'S
Most Complete, Best Packaged
and Most Profitable CORDAGE LINE**

- BRAIDED MASON'S LINE
- TWISTED MASON'S LINE
- SASH CORD
- CLOTHESLINE
- WRAPPING TWINE
- NYLON ROPE
- SEINE TWINE
- CABLE CORD
- ANCHOR ROPE
- BUTCHER'S TWINE
- TROT LINE
- STAGING LINE
- DACRON ROPE
- AWNING CORD
- PLUMBER'S WICKING
- UTILITY CORD
- VARIEGATED TWINE
- CHALK LINE
- NYLON MASON'S LINE
- NYLON SASH CORD
- NYLON CHALK LINE
- MANILA ROPE
- COTTON ROPE
- PARCEL POST TWINE
- DRAPERY CORD
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- VENETIAN BLIND CORD
- SISAL TWINE
- POLYETHYLENE ROPE
- KITE TWINE
- CLOTHES DRYER CORD
- TYING MACHINE TWINE
- SHADE CORD
- NYLON STARTER CORDS

King Cotton® CORDAGE

105 Duane Street • New York 8, New York



Bronson Display Pack



Bronson Lashless

No. 1700—\$9.95. "Duo-Line" spool for monofilament or braided line. Snap-on plastic arbor, adjustable drag and click. Heavily chrome-plated.



Bronson Mercury

No. 2550—\$7.95. Level-winding reel with three-piece construction. "Duo-Line" spool, adjustable drag and click. Has snap-on plastic arbor.



Bronson Green Hornet

No. 2200—\$4.95. Top value, low price level-wind reel. "Duo-Line" spool, Duo-Pawl. Adjustable drag and click, snap-on plastic arbor.



Bronson Fleetwing

No. 2475—\$5.95. Three-piece, all-metal construction. Level wind, adjustable drag. Two spiral and spur gears. Bright buffed-chrome finish.



Bronson Comet

No. 2400—\$4.50. Full quadruple multiplying. Has Duo-Pawl for double reel life. Chrome-plated head cap, head ring and tail plate.



Bronson Altoona

No. 4200—\$3.25. Tear-drop-shaped end plates in lustrous black Bakelite. Full quadruple multiplying. Level-wind, snap-on arbor. Nickel plated.

**Make an extra 10%
on all these popular reels**

Here's the way to extra sales, extra profits. Colorful Display Pack No. 27 shows off fishing's most popular collection of bait casting reels in less than a square foot of space. Shipping carton converts into display with dust-proof acetate cover—in seconds. AND you get an extra 10% discount on the whole package, with the display given FREE! You pay only \$20.82—you make \$17.73 profit at the \$38.55 list price. Order your Bronson Display Pack today!

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BRONSON REEL COMPANY • BRONSON, MICHIGAN

Division of Higbie Manufacturing Company

Bronson
FISHING REELS

Sell more

Garden

Chemicals

*... by Featuring
Hayes Spray Guns*

Precision built to highest performance standards in the industry



The Hayes mixes, proportions and applies garden

chemicals more efficiently than any other type of garden sprayer made.

OK'd
Approved By

leading manufacturers of
garden chemicals for use
with their products includ-
ing these well-known nation-
ally advertised brands:

ACME	BLACK LEAF
ORTHO	PRATT
BONIDE	NORTHRUP KING
CARAC	CHLORDANE
PMAS	END-O-WEED
FOLIUM	INSTANT VIGORO
CRAIG	GRO STUFF
3-IN-ONE	WEEDONE

EVERY TIME you sell a Hayes Spray Gun, you are putting into the hands of your customer the right equipment to do an effective spraying job with the garden chemicals he buys from you...

In this way, you are helping him to get better, more satisfying gardening results... at the same time, building a solid foundation for increased store profits through "repeat sales" of chemicals and all other garden items.

Order today for spring requirements from your nearest jobber.

Since 1934



Hayes SPRAY GUN
COMPANY

World's Largest Manufacturer of Garden Hose Sprayers
98 North San Gabriel Boulevard, Pasadena 8, California



HAYES-ETTER. 1 1/2 gallon sprayer. Thumb-touch control orifice. \$2.95



HAYES 4. Makes four gals. of spray. Positive on-and-off control valve. \$6.45



HAYES LAWN SPRAYER—(For grass, weed and soil treatment). Handles liquid and soluble fertilizers, lawn moth solutions, fungicides, weed killers, herbicides, etc. 1 to 60 ratio. Quart size jar. Sprays 15 gallons. \$3.95



HAYES 1 1/2. 1 1/2 gallon sprayer with wide mouth jar for ease in filling. Thumb-touch control orifice. \$3.25



HAYES 6. Makes six gals. of spray. Longer nozzle reaches to inside of plants and low-lying leaves. \$9.95



FERTIL-RAIN®. Same uses as Hayes Lawn Sprayer. Applies chemicals in 1 to 120 proportion. Standard pint sprays 15 gallons. \$3.65



HAYES 3. Makes three gals. of spray solution with one loading. Thumb-touch control orifice. Ideal for small gardens. \$4.45



HAYES 12. A heavy duty 12 gallon sprayer. For estates, parks, industrial use, dairies, poultry and livestock. \$12.95



SOIL & TURF SPRAYER. Specifically designed for semi-soluble Soil Chemicals, Fertilizers and heavy, viscous materials. Large orifices assure non-clogging. 1 to 40 ratio. 1-qt. jar sprays 10 gal. \$2.95

Southern HARDWARE

Hardware & Allied Lines - - Farm Operating Equipment

Vol. 126 January, 1957 No. 1

T. W. McALLISTER, Managing Director

RALPH E. KIRBY, Editor

FRANCES A. KELLY, Assistant Editor

BARON CREAGER, Southwestern Editor
(7713 Inwood Road, Dallas 9, Texas)

CHARLES E. SMITH J. A. MOODY
Business Manager Production Manager

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Business Representatives

E. L. ROGERS, 299 Madison Ave., New York, N. Y. Phone: Murray Hill 2-4959; J. D. PARSONS, 39 Atlantic Ave., Cohasset, Mass., Phone: Cohasset 4-0712; KARL MAYERS, 11 Ale Wives Rd., RFD 2, Norwalk, Conn., Phone: Temple 8-2187; GEORGE INHERWOOD, 590 Rutherford Drive, Springfield (Del. Co.) Pa., Phone: K. 1. 3-0760; HUGH AULL, 333 N. Michigan Blvd., Chicago, Ill., Phone CE 6-4131; A. E. C. SMITH, P. O. Box 3054, Cleveland 17, Ohio, Phone: Cherry 1-7352; L. B. CHAPPELL, 8693 Wilshire Blvd., Beverly Hills, Calif., Phone: OL 2-1490; W. C. RUTLAND, P. O. Box 102 Gastonia, N. C., Phone: 7-7995; BARON CREAGER, 7713 Inwood Road, Dallas 9, Texas, Phone: PL 7-2937; RAY RICKLES, 814 Chamber of Commerce Bldg., Miami, Fla., Phone: FR 1-0376.

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**BEST IN DESIGN,
FEATURES,
PERFORMANCE.
AT THE
Hottest
Price!**

MODEL
NO. 1350

**POWER
Shopmate
TOOLS**

POWER TRIMMER

Completely New WITH EXCLUSIVE FEATURES!

The new Shopmate Trimmer has everything you need to get volume sales . . . brilliant new two-tone colors to catch the eye (sparkling silver luster with bright red handles and cord!) Exclusive new features make trimming a pleasure (some so advanced that they're patented), and a price that's \$15 to \$20 lower than other quality trimmers! Take a look, and you'll see why Shopmate sells in volume!



NEW TRIPLE-DUTY HANDLE — side handle attaches on either side for right or left hand use — attaches on rear of trimmer for trimming wide hedges. It's exclusive!



NEW TRAP-LOCK CUTTER TEETH tightly grip the material to be cut without a slip! They're exclusive!

Check these other fine features!

- light for easy handling — only 5½ pounds.
- improved bevel pinion gear and cam action insures years of trouble-free performance
- sturdy, die-cast aluminum housing
- 13" sickle-type blade made of hardened tool steel, precision ground to stay sharp under constant use
- insulated comfort grip handle and contour designed auxiliary handle
- rugged series motor — 1.6 amp. rating

EXTENSION HANDLE . . . (optional at extra cost) attaches on the back — makes hard-to-reach spots easy to reach. It's exclusive!

Suggested retail
\$29⁹⁵
only

Write for complete information Dept. SH 1-57

PORTABLE ELECTRIC TOOLS, INC.

320 West 33rd Street • Chicago 20, Illinois

BUSINESS TRENDS

- ▶ **Business Outlook**—As 1957 opens the nation faces a new round of inflationary pressures. Unsettled conditions throughout the world are largely responsible. Nations of the Middle East and Europe need continuing aid and only the U. S. can foot the bill. New shortages of steel, oil and other commodities will tax American industry which already is straining to meet current demand. The result: industrial prices now moving up will have their impact later on consumer costs.
- ▶ **Consumer Spending**—In contrast to the tight money policy followed by the lending agencies, the public approached the Christmas buying season with an outpouring of dollars. Department store sales late in 1956 were running 6% above a year earlier; automobile dealers reported excellent reception of the new models. A further rise in personal income gave added impetus to retail sales. In October income was at a record rate of 332.5 billion per year before taxes, up 7% from the previous year.
- ▶ **Residential Construction**—Despite present financing problems, prospects are that about a million private dwellings will be started in 1957. This rate still compares favorably with the 1,100,000 starts for the first 10 months of 1956 and the 1,310,000 total for 1955. Dollar value of work put in place in 1957 will total just under 15 billion, 3% less than '56.
- ▶ **Installment Debt**—Consumers have continued to rely heavily on credit buying. In October installment credit was extended at the rate of 40.4 billions per year, the highest rate since April and only 2% below the record rate of January, 1956.
- ▶ **Factory Orders**—Backlogs of orders continue to increase in many industries. The unfilled backlog in September hit 62.3 billion dollars, 9.3 billion above 1956. Meanwhile, in October, factory shipments reached 30.1 billion dollars, the highest value for any month on record.
- ▶ **Employment**—The number of job-holders in October totaled 66.2 million persons. This figure was the highest ever recorded for that month and was more than a million above 1955. In the first 10 months of 1956, employment averaged about 2 million above the 1955 period.
- ▶ **Retail Sales**—The steady increase in consumer income has continued to spark retail sales. At the end of the third quarter of 1956 sales were at a monthly rate of 16.1 billion dollars. Sales of durable goods lagged, but picked up during the Christmas season. Hardware sales were off slightly.
- ▶ **Wholesale Sales**—For the nation's wholesalers sales in September averaged 1% less than in 1955, but for the first 9 months of 1956 averaged an 8% increase over the previous year. For the first 9 months of '56, hardware wholesalers reported an average sales gain of 5%.

there's
STRENGTH
in a name



chains

NIXDORFF-KREIN MFG. CO.

916 HOWARD STREET • ST. LOUIS 6, MISSOURI

JOHN T. EVERETT & CO. • SALES REPRESENTATIVES • MEMPHIS 4, TENN.

INDUSTRY NEWS

Wholesalers and Manufacturers to Meet in Palm Beach, April 7-10

WHOLESALE and manufacturers will again return to Florida's Gold Coast in 1957 for the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association. The two organizations will meet in Palm Beach, April 7-10, inclusive.

As in the past the same palatial resort hotels, the Palm Beach Biltmore and the Whitehall, both located on the Lake Worth waterfront, will house most of the convention crowd. Convention headquarters will be the Biltmore.

Special Rates

Both hotels are making available special convention rates. These are American plan rates (room and meals) of \$17 per day per person for rooms of double occupancy and \$20 for single occupancy.

Other hotels which will help take care of the convention crowd are the Carlton, Colony, George Washington, Pennsylvania, Colonades, Windsor, Monte Cristo, Brazilian Court and the Dixie Court.

Convention announcements were mailed out by the two associations on December 15. All requests for reservations should be sent direct to the hotels. The associations will exercise no control over room allocations and will not handle individual requests for rooms.

The Biltmore, as convention headquarters, has been asked to allot no more than two bedrooms (plus parlor if requested and available) to any one member company of either association. This usual limitation is made in order to accommodate as many companies as possible in the headquarters hotel. There will be no limitation on room allotments at the other hotels.

The convention schedule will be similar to those of past meetings with the exception that the final business session of the SWHA will be held on Wednesday morning

rather than on Thursday morning.

The advance registration plan will be used, and on-the-spot registrations of association members will start on Saturday, April 6 at 1:00 P.M. Advance registration directories and badges will be available at that time.

It is expected that the usual convention reception will get the convention under way on Sunday evening. The Southern Association and the manufacturers' group will follow past procedure and hold the joint opening business session on Monday night, April 8.

American Names New Merchandising Director

THE APPOINTMENT of Richard G. Edwards to the newly created post of director of merchandising for the American Hardware Corp., New Britain, Conn., effective January 1, 1957, was announced recently by Evan J. Parker, president.

Edwards was graduated from Harvard University and has had wide experience in sales promotion.

Mall Tool Co. Appoints Advertising Manager

E. S. McCawley has been appointed advertising and promotion manager of Mall Tool Co. of Chicago, a division of Remington Arms Co., Inc., Bridgeport, Conn. Prior to his new assignment, McCawley was serving as an assistant in Remington's shooting promotion section.



E. S. McCawley

McCawley joined Remington as sales promotion assistant in 1952. A native of Ithaca, Pa., McCawley is a graduate of Avon Old Farm School in Avon, Conn., and from the University of Pennsylvania.

New Quarters of F. W. Heitmann Co.



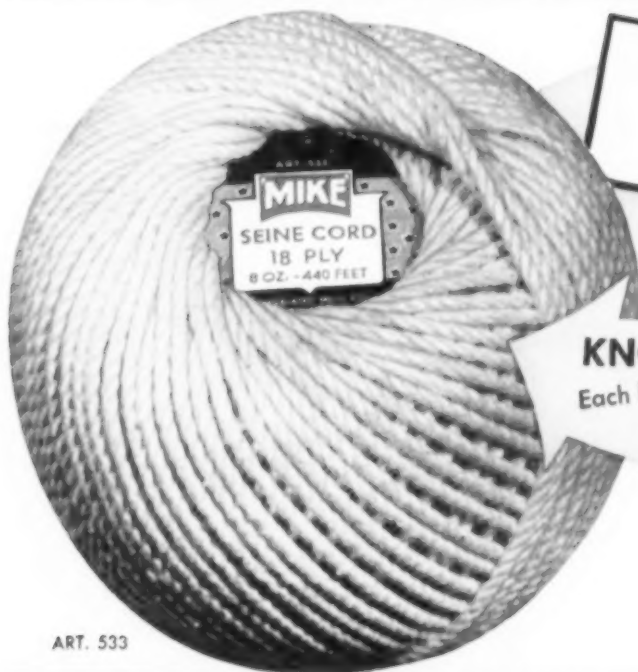
The F. W. Heitmann Co.'s new office and warehouse in Houston, Texas, contains 156,000 square feet. Founded in 1865, the Heitmann Co. occupied the same quarters at the foot of Main Street for well over half a century.

YOU CAN PUT YOUR
CONFIDENCE IN THE

MIKE *line**

QUALITY MERCHANDISE

VINYL WEATHER STRIPPING
BRAIDED NYLON LINE
SEINE TWINES
SEINE CORDS
TROT LINES
STAGING
VENETIAN BLIND CORD
SASH CORDS
CLOTHES LINES
MASON LINES
FISHING LINES
NYLON CASTING LINES
STARTER ROPE
JUMP ROPE
MOP HEADS
WRAPPING TWINES
KITCHEN LINES
EXPRESS TWINES
CHALK LINES
PARCEL POST TWINES
POLISHED INDIA TWINES
PLASTIC CLOTHES LINES
JUTE TWINE



ART. 533

**SEINE
CORD**

KNOW WHAT YOU'VE GOT
Each ball labeled as to weight, ply, feet per ball.

(A **MIKE** EXCLUSIVE)

This all cotton product is widely used as chalk line, mason line, pull cord, heavy package tying and general utility.

AVAILABLE IN A VARIETY OF PUT-UPS AND PLYS



ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID. Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

1 lb. skeins — 6 thru 72 ply
PUT UP IN 5 LB. PKGS.

2 oz. balls — 6 thru 24 ply
PUT UP IN 5 LB. PKGS.

4 oz. balls — 6 thru 48 ply
PUT UP IN 5 LB. PKGS.

8 oz. balls — 6 thru 72 ply
PUT UP IN 5 LB. PKGS.

1 lb. balls — 18 thru 72 ply
SOLD IN BULK

Cleveland Mills Company

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

7861 Sepulveda Blvd.
Van Nuys, California

Marietta
Minnesota

3104 Gaston Ave.
Dallas 26, Texas

Waynetown, Indiana

Harris to Head O. Ames Housewares Division

THE O. AMES Co., Parkersburg, W. Va., announces that L. Harris has been elevated to sales manager, Housewares Division, from his former position as field sales manager.



L. Harris

Harris previously was associated with Knapp-Monarch as district sales manager, Pennsylvania market.

Atlantic Steel Names Executive Officers

AT A meeting of the board of directors of Atlantic Steel Co. held in Atlanta, Ga., recently, Robert S. Lynch was elected chairman and chief executive officer, and Howard B. Johnson was elected president. Charles F. Stone, board chairman since 1947, was named chairman of the executive committee.

Lynch, a native of Vandergrift, Pa., is an alumnus of Ohio State University. He has been connected in various capacities with the American Sheet and Tinplate Co., United Alloy Corp., and Republic Steel Corp. He joined Atlantic Steel in 1944 as general superintendent. In 1946 he was made vice-president, and in January 1947, was elected president.

Johnson was born in Tallapoosa, Ga., and is a graduate of Georgia Institute of Technology. He joined Atlantic Steel in 1933 as an ac-

countant. He later became order department manager and was named assistant secretary in 1945, and vice-president, finance and accounting, the following year. In 1949 he became vice-president in charge of sales and finance. He was elected to the board of directors in 1950 and in September, 1956, was named executive vice-president.

Gale Products Appoints Sherwood District Rep

FRANK S. FENTON, sales manager of Gale Products, a Division of Outboard Marine Corp., Galesburg, Ill., announces the appointment of James H. Sherwood as district representative for the Southeast. Sherwood, who will headquarter in Atlanta, will represent Gale in Florida, Georgia, North Carolina, South Carolina, and Tennessee.

Sherwood received his education at the University of Illinois and the Career Institute in Chicago. He brings with him a background in retail hardware operation and advertising experience, having served as advertising representative for a daily newspaper.

Keenan Heads Plymouth Plastic Hose Division

HUBERT A. Keenan has been named sales manager of the Plastic Garden Hose Division of Plymouth Rubber Co., Inc., Canton, Mass., it was announced recently.

Keenan moves up from the Sundries Sales Division and will supervise national distribution and sales of the company's line of plastic garden hose.

Appointments Announced in Black Organization

BLACK Hardware Co., wholesale organization of Galveston, Texas, announces the appointment of Les-ton Lawrence as manager of the steel department and of Lowell Willis as sales manager.

Effective October 1, Lawrence assumed in part the duties formerly handled by Sol L. Levy, who retired as of that date. Lawrence was

formerly general manager of Delta Steel Warehouse, Baton Rouge, La., and also with Kelley Manufacturing Co. and Sheffield Steel of Houston, Texas.

Willis previously had traveled part of the Central Texas territory for the company.

Thomas Retires from Columbian

ANNOUNCEMENT is made by Columbian Enameling & Stamping Co., Inc., Terre Haute, Ind., of the retirement of Orville C. Thomas, vice-president in charge of sales, effective January 1, 1957. Thomas first joined Columbian in July 1915.



Orville C. Thomas

T. W. Tunney, who formerly served as Columbian's representative in the Chicago area, was appointed to assume the duties of sales manager.

Parker Manufacturing Begins Decimal Packing

THE PARKER Manufacturing Co., Worcester, Mass., announces it is now using the decimal packing system, as well as unit net pricing, on all of its tools and blades. Former packages of 6's and 12's are now in units of 5's and 10's. Packaging of blades is now in minimum units of 100 blades, replacing the former gross minimum.

Catalogs and up-to-date price lists detailing the new packaging and prices are available.

... again they'll be the center
of attraction in your
outdoor products section ...



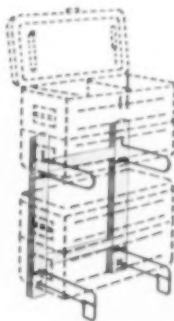
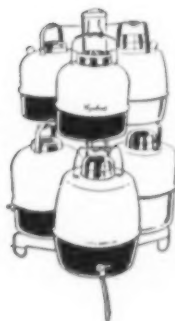
LITTLE BROWN JUGS & CHESTS®

NEW ULTRA-SMART STYLING... NEW UTILITY FEATURES

Little Brown Jugs for '57 have all the pace-setting features that mean *more sales!* Beautiful, modern two-tone baked enamel finish, rugged 2-piece deep-drawn construction, and genuine, white vitreous porcelain interiors are only a few of the exciting features in the line that is America's favorite ... and *finest* outdoor jugs.

Little Brown Chests let you sell the "Holds Cold Longer" features of—super insulation, exclusive 2-piece deep-drawn construction, hot-dipped galvanized interiors, and the new "Can't Lose" caps on outside drains.

The complete Little Brown Jug and Chest Line is featured in Space No. 1179 at the January Housewares Show, Chicago, Jan. 17-24.



ASK YOUR JOBBER ABOUT SPECIAL DISPLAY RACKS
FOR IN-STORE OR WINDOW USE.



Chests
equipped with
removable trays,
opener and ice pick.

HEMP AND COMPANY, INCORPORATED

Producers of Quality Metal Products For 94 Years

5707 Murray Street

Macomb, Illinois

Macklanburg-Duncan Names New Salesmen

MACKLANBURG - DUNCAN Co., Oklahoma City building specialty manufacturers, announces the appointment of two new sales representatives. Harold Willis will serve as the exclusive representative in Mississippi and E. E. Smith will cover the northern half of Missouri, including Kansas City, Kansas and Kansas City, Mo.



Harold Willis

E. E. Smith

From 1948 until he joined with Macklanburg-Duncan, Willis was associated with the Shapleigh Hardware Co., except for army service during the Korean conflict. He resides in Columbia, Miss.

Smith is from Olathe, Kansas. He previously was associated with the Long-Bell Lumber Co., and prior to his present appointment, was with the R. L. Sweet Lumber Co., Kansas City, Kansas.

Minneapolis-Honeywell Appoints Kulman Co.

KULMAN Brokerage Co., Atlanta, Ga., has been named sales representative for the Home Products Division of Minneapolis-Honeywell Regulator Co. The Kulman organization will promote the sale and distribution of the decorative Tap-Lite wall switch.

The Kulman Company's 11 salesmen, all of whom reside in their respective territories, will merchandise this new home product through hardware wholesalers in North and South Carolina, Georgia, Alabama, Mississippi, Florida, and all of Tennessee except the Memphis area.

The firm is headed by Herman

M. Kulman in association with his son, David, who has been with the organization since release from the air force in 1953.

Black & Decker Appoints Regional Service Manager

ELMER G. SHUE has been appointed southeastern regional service manager of The Black & Decker Manufacturing Co., Towson, Md. Shue joined the company in 1943 as a service repairman and was recently serving as a sales representative in the Virginia-West Virginia region.

Shue will report to John P. Spain, sales manager of Black & Decker's Product Service Division.

J. N. Williamson Dies in Roanoke, Va.

JAMES N. Williamson, general purchasing agent of Nelson Hardware Co., wholesalers in Roanoke, Va., died on November 14. He was 69 at the time of his death.

Mr. Williamson had been actively associated with the company since 1915.

Callahan Appointed Sales Manager of Atlas Tack

HERBERT S. Callahan, formerly assistant sales manager of the Atlas Tack Corp., Fairhaven, Mass., has been appointed sales manager for the firm's entire line of stand-



Herbert S. Callahan

ard products. In his new position, Callahan is responsible for the domestic sales of all Atlas products except eyelets.

He joined Atlas in 1954, specializing in the production and sale of rivets and staples.

Atlantic Steel's New Bar and Rod Mill



The Atlantic Steel Co.'s new \$8.5-million merchant bar and rod mill was placed in operation on November 13 in Atlanta, Ga. Seen from the air in this photo, the building is 740 feet long and 100 feet wide. Designed to be one of the fastest combination mills in the world, the Atlantic Steel plant has a speed of 5,000 feet per minute on No. 5 rods — and a production rate of 80 to 90 tons per hour on merchant products. It will produce steel rods, rounds, flats, angles, channels, and light sections of various size

Spring Special!



FEBRUARY, MARCH, APRIL

AMES HANDY PLANTERS

"FULL DEALER MARKUP"

These all-purpose planters will make a real hit with your customers. The #BPS with *Depth Gauge* is ideal for planting vegetables, bulbs, small trees, and shrubs. Removes cores of soil around shrubs, trees and bushes for insertion of fertilizers.



BACK VIEW

FRONT VIEW

FRONT VIEW

#BPS

RETAIL	\$3.50
SPRING SPECIAL	\$2.97
DEALER REG. COST	\$2.34
SPRING SPECIAL DEALER COST	\$1.98

MODEL BPS

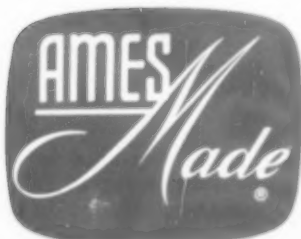
30" Steel "T" Handle
Depth Gauge
adjusts 2 1/4" to 7 1/2"
Head 11 1/2" long
Step 7 1/2" Wide
Core Diameter 2 1/4"
Packed 3 to a carton
Wt. per carton 8 lbs.

#BPW

RETAIL	\$2.50
SPRING SPECIAL	\$1.98
DEALER REG. COST	\$1.66
SPRING SPECIAL DEALER COST	\$1.32

MODEL BPW

30" Wood handle
No Depth Gauge
Head 11 1/2" Long
Step 7 1/2" Wide
Core Diameter 2 1/4"
Packed 3 to a carton
Wt. per carton 5 lbs.



For further information
see your Ames Distributor or write to:

O. AMES CO.

DIVISION OF McDONOUGH COMPANY
PARKERSBURG, WEST VIRGINIA



Power Mower Industry Expects '57 Sales to Hit Record Level

ALL SIGNS indicate another record breaking year during 1957 for the production of power lawn mowers. In a recent release The Lawn Mower Institute reports that leading power mower manufacturers pretty well agree that 1957 sales will again top 3,000,000 units. During 1956 the sales of power lawn mowers were approximately 3,200,000 units and it is said to be the consensus of the industry that 1957 will be even better, somewhere near the 3.5 million mark.

Most companies are already on the market with the 1957 models. In most cases they represent a more finished and carefully-styled product than previous models. Several companies in the industry now employ some of the leading design and styling consultants in the country. With competition greatly stepped up in the power mower industry, the consumer will purchase a considerably better product with more attractive features during 1957 and at about the same price as a year ago.

Some Price Raises

There appears to be no uniform pattern on 1957 retail prices. Some companies are raising prices on deluxe models 5 to 10% over 1956. On the other hand, some manufacturers are reducing 1957 retail prices. The latter is particularly true on the standard or economy models. Overall, it appears that retail prices will be just about the same during 1957 as 1956.

The trend in power mowers, the Institute states, will be more to self-propelled models which showed a considerable gain during 1956. Several new models will be on the market this season. The riding power mower is rapidly coming into its own and finding strong consumer demand. Many new riding mowers will be introduced during 1957. These will sell in a price bracket from \$200 to \$450, depending upon the width of cut and horsepower. The multi-purpose power unit that does a variety of lawn and garden jobs will also be a big factor in 1957 sales.

Rotary mowers will furnish the largest percentage of sales during 1957, but several new reel type power mowers will be introduced this season. These are mainly of the front cutting and side trimming type. Customer preference for either rotary or reel type mowers will be primarily influenced by the consumer grass cutting requirements and the type and character of the turf.

Replacement sales will constitute about 40% of the 1957 market so consideration should be given by the dealers to the trade-in factor. No uniform practice on trade-in mowers is yet in evidence. There appears to be general agreement that the average life of a power mower is now about five years. Considering current annual volumes in excess of 3 million units, the replacement market may be as high as 60% of total sales within a few years.

By the end of 1957 there will be over 12 million power mowers in use and this underscores the importance of servicing power mowers and the sizable profit opportunities that exist for well operated service stations, the institute emphasized.

Roto-Broil Appoints Southern Reps

AS PART of an intensification of national sales activity, the Roto-Broil Corp. of America, Long Island City, N. Y., has appointed new regional sales representatives, it was announced recently by Executive Vice-President Arthur O. Bregstein.

The new appointments covering sales areas in the South are: Jackson & Gamble Co. of Dallas, Texas, for Texas and Oklahoma; Sam Suratt of Jackson, Tenn., for Tennessee, Mississippi, and Arkansas; Davis S. Tinnies Co. of St. Louis, Mo., for Missouri, Kansas, and southern Illinois; and Excel Associates of Miami, Fla., for Florida.

Bolens Names New Sales Head for Southern Region

THE APPOINTMENT of Hugh C. Gibson as southern regional sales manager is announced by John H. Widder, general sales manager, Bolens Products Division, Food Machinery and Chemical Corp., Port Washington, Wis.

He replaces Stanley Ferguson who has joined Propulsion Engine Corp., a Bolens-affiliated company located in South Milwaukee. Gibson has served for the last nine years as Bolens' eastern regional sales manager.



Hugh C. Gibson

In addition to his regular sales duties, Gibson will survey the southern marketing situation and make recommendations for possible changes in future sales policies to assist Bolens dealers. His office is located in Cincinnati, Ohio.

J. R. Clark Co. Elects Officers

JOHN R. CLARK, formerly president of The J. R. Clark Co., Spring Park, Minn., was elected to the newly created position of chairman of the board at a recent meeting of the directors.

K. B. Olander, formerly vice-president and secretary, was elected president, and L. C. McManus, previously assistant treasurer, was elected vice-president and secretary-comptroller.

In addition to the above mentioned, B. Witrak and Emory Price will continue to serve as board members.



Go Buccaneer!

the outboarding public is!

and you may still get a protected dealer territory!

12 H.P. DELUXE... here's the baby that has outboarders and lubbers alike excited! It's got everything! Looks, plenty of power, built-in dependability. And a price that knocks 'em for a loop!

Buccaneer
GALE PRODUCTS

Galesburg, Dept. 517A, Ill.



division OUTBOARD MARINE CORPORATION
Makers of I-E-L—Pioneer Chain Saws

The fastest growing outboard motor of them all is BUCCANEER. For 1957, eight brilliant models that offer style, performance... 3000 service stations... no wonder BUCCANEER is headed for the top... fast!

Act now and get in on the powerful BUCCANEER Winter-Spring selling campaign... it's backed by colorful national advertising, dealer displays, consumer brochures, and there's a full merchandising kit waiting for you. Write today!



3 H.P. Deluxe
...for the kids, for the hunter, for the short tripper!



25 H.P. Deluxe
... a burst of power, a whispering, trill, long-cruise winner!



5 H.P. Deluxe
... old faithful! Sells steady and fast all year round!

Write now and get your four color consumer brochures and the name of your Gale Distributor.

True Temper Appoints Eastern Sales Head

CHRISTIAN A. Lange has been named eastern district sales manager of the hardware division of True Temper Corp., 1623 Euclid Ave., Cleveland, Ohio, according to Robert R. Raymond, vice-president and general sales manager.



Christian A. Lange

Lange, who will headquarter in Washington, D. C., has substantial sales, merchandising and marketing experience at the retail, wholesale, and manufacturing levels. Most recently he was general sales manager of the Domestic Sewing Machine Co., a division of the White Sewing Machine Co., Cleveland, Ohio.

He will work with True Temper's eastern regional sales managers and dealer service men and will report to Harold Stevens, hardware division sales manager.

Ott-Heiskell Co. Moves to New Headquarters

OTT-HEISKELL Co., hardware wholesalers in Wheeling, West Virginia, recently celebrated its 120th anniversary by moving into new and larger quarters.

Founded in 1836 the company moved many times, but since 1913 it has occupied quarters at Nineteenth and Jacob Sts. Effective November 1, the company now has taken over a building at Eighteenth and Eoff Sts., formerly occupied by the Bloch Brothers Tobacco Co.

The building was completely remodeled to suit the needs of the expanding wholesale hardware firm. In addition to more space it offers a more central location with large parking facilities.

Evans Rule Co. Appoints Sales Representative

EVANS RULE Co., Elizabeth, N. J., has appointed the K. Lester Wilson Co. of Baltimore, Md., as sales representative for Virginia, West Virginia, and western Maryland. D. W. Goldman, Evans vice-president in charge of sales, announced recently.

Wilson will sell the full line of Evans White-Tapes, including the new Evans "Power-Tape."

Correction

In reporting the death of Earl B. Roberts, SOUTHERN HARDWARE, in the December issue, incorrectly stated that the deceased had been associated with Gadsden Hardware Co.

Mr. Roberts, who passed away on November 1, had been associated with Anniston Hardware Co., Anniston, Alabama for about 50 years.

Widely-known in the industry, Mr. Roberts, for the past 25 or 30 years had served as purchasing agent for the company.

E. C. Hough Becomes Daisy President

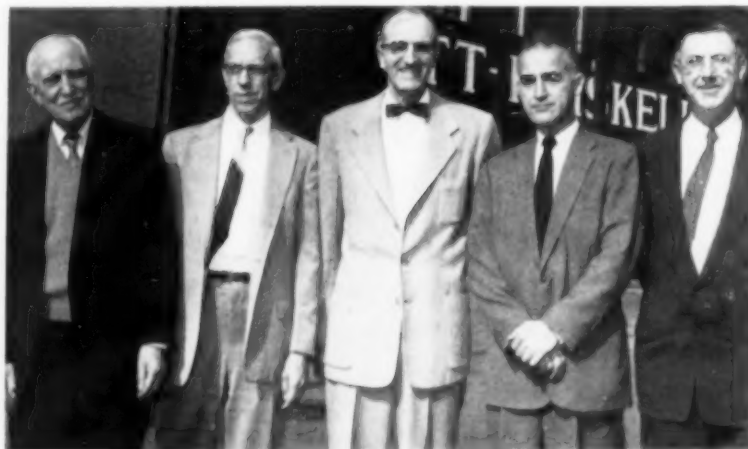
EDWARD C. Hough has been made president of the Daisy Manufacturing Co., Plymouth, Mich., succeeding the late Charles H. Bennett.



Edward C. Hough

First associated with the Daisy company in 1894, Hough became treasurer before the turn of the century. In 1912 he was elected vice-president and continued in this dual capacity until his recent elevation to the presidency.

His son, Cass S. Hough, will continue active direction of the company in his present position as executive vice-president.



Officers of Ott-Heiskell Co., which recently celebrated its 20th anniversary by moving into new facilities are from left, W. F. Kennedy, president; Henry G. Roth, vice-president; D. Don Shonn, sales manager; Charles G. Glauser, secretary-treasurer; and Mark H. Kennedy, vice-president

MOTO-MOWER

AUTOMOTIVE-TYPE
SYNCHROMESH
TRANSMISSIONS



ANTI-BENDING
CRANKSHAFT
CONSTRUCTION



CLOSE TRIM
DESIGN



DIAL-A-MATIC
CUTTING-HEIGHT
ADJUSTORS



NON-SCALPING
STAGGERED-WHEEL
DESIGN



FAMOUS
4-CYCLE ENGINES



16 REEL AND ROTARY
DELUXE MODELS AND
PROMOTIONAL MODELS
PRICED TO SELL AS
LOW AS \$59.95

Sell the Mower with the Features Everybody Wants!

Moto-Mower is America's Fastest Selling—and Easiest to Sell—Power Mower!

Moto-Mower offers a long list of exclusive features that make for smoother, easier mowing! Features pre-sold by both national and local advertising. Features not available on any other power mower! AND—the sensational Moto-Mower Preferred

Dealer Plan gives you *more profit* on every sale. With this combination, you will sell more power mowers in 1957—easier—and make more profit than ever before. *Ask your distributor or send the coupon for complete information—now.*

The Most Sensational Profit Plan in the Mower Industry!

- Longest Discounts in the Industry—Throughout the Year!
- Non-recourse, Non-reserve Consumer Time Payment Plan (Available in most states)
- 50-50 Co-op Advertising Plan (unlimited)
- Factory-paid Local Newspaper Ads
- Factory-paid Local TV Spots
- Free Displays and Selling Helps
- Big National Advertising Program Including LIFE and POST
- Prospect Coupons from National Ads
- Nation-wide Service Organization



(SH)

Moto-Mower Division, Detroit Harvester Co.
625 "G" Street, Richmond, Indiana

Please send me complete Preferred Dealer Plan and full-color descriptive literature on the 1957 Moto-Mower Line.

Name _____

Store Name _____

Address _____

City _____ State _____

Lamson's New Serve Yourself Bolt Trays For Your NRHA-Built Island Displays



THE ASSORTMENTS

- ★ Carriage Bolts
- ★ Machine Bolts (small)
- ★ Machine Bolts (large)
- ★ Cap Screws
- ★ Stove Bolts

Each assortment comes complete with a tray. Trays may also be purchased empty. Stands for holding four assortments are available.

Convenient? Yes! Right for your store? Absolutely!

This new Serve Yourself Bolt Tray and its contents overcomes every objection you ever had toward handling bolts and nuts.

First, the trays fit the standard "islands" and other displays approved by NRHA.

Second, the Serve Yourself Bolt Tray contains the

fastest-selling items in the fastest-selling sizes.

Third, all products are brite-plated for clean, easy handling and the nuts are on!

Fourth, there's no price penalty for brite-plating for all products come in small-quantity cartons (10 to 50 pieces each) and are in stock at your distributors waiting for your order.



The LAMSON & SESSIONS Co.

1971 West 85th Street • Cleveland 2, Ohio
PLANTS AT CLEVELAND AND KENT, OHIO • BIRMINGHAM • CHICAGO

according to independent newspaper surveys*

THE MAJOR MOWER BRANDS USE POWER PRODUCTS



You Sell Mowers . . . not service problems . . . with Mowers Equipped with Power Products Engines

first . . .

Power Products' engines, year in and year out, require little service. They have only 3 major moving parts. This means easy maintenance because there are fewer parts to wear.

second . . .

Power Products' nationwide factory-trained service organization insures prompt efficient service wherever you are located.

According to independent newspaper surveys*

THE MAJOR MOWER BRANDS USE POWER PRODUCTS



**You Sell Mowers ... not service
problems ... with Mowers Equipped
with Power Products Engines**

Power Products' engines, year in and year out, require little service. They have only 3 major moving parts. This means low maintenance because there are fewer parts to wear.

Power Products' nationwide factory-trained service organization assures prompt efficient service wherever you are located.

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BES



naturally...

YOU
WANT
THE
BEST



On your top price line, the Power Products AV-80 engine has proven ideal for riding type mowers.



On your deluxe 18-21 inch mowers, the Power Products 603 has the latest in styling and convenience features.



On your middle priced 18-20 inch mowers, the Power Products 604 is a real sales maker with its smartly styled rewind starter.



On your standard 18-20 inch mowers, the Power Products 605 gives you top dollar appearance with a rope start engine.



On your leader line 17-19 inch mowers, the Power Products 610 gives a sales making punch to your promotional model.



On leading brands of edgers, you'll find Power Products engines, too!

THE RIGHT ENGINE MEANS SALES

From your most expensive model to your leader unit, you can double your sales ammunition. Sell the difference in engine features as well as the different mower features. Only Power Products gives you a complete line of engines . . . the right engine for each product.

ONLY THE POWER PRODUCTS ENGINE gives the power mowers you sell these important sales making features

- Modern styling to add eye appeal and sales appeal to the whole mower.
- Double Power Action for easier starting, faster acceleration, smoother cutting.
- Convenient modern pre-mixed fuel that eliminates messy oil changing and checking.



POWER PRODUCTS

CORPORATION

GRAFTON, WISCONSIN



POWER PRODUCTS ENGINES

use modern
pre-mixed fuel!

JOE! MY NEW MOWER
USES A GAS AND OIL
MIXTURE FOR FUEL—
CAN YOU HELP ME?

SURE! NO TROUBLE AT ALL
WE HAVE LOTS OF CALLS
FOR PRE-MIXED FUEL. IT'S
EXACTLY THE SAME AS
USED IN OUTBOARD MOTORS



POWER PRODUCTS ENGINES

have double
power action!

WHAT'S THIS POWER PRODUCTS
DOUBLE POWER ACTION
I'VE HEARD ABOUT ON TV?

COME OUTSIDE
I'LL SHOW YOU



POWER PRODUCTS ENGINES

have extra
sales features!

I READ IN THE POST ABOUT THE POWER
PRODUCTS INSTRUMENT PANEL CONTROL
DOES THIS ENGINE HAVE THAT?

YES, SIR, RIGHT HERE. THIS
FINGERTIP CONTROL KNOB SETS
IT FOR START, RUN, IDLE OR
STOP. IT'S EASY CONVENIENT
CLEAN AND SAFE

As advertised in

POST

MARY, WHILE I'M GONE, IF THE MOWER NEEDS FUEL, HERE'S ALL YOU DO. FILL THE TANK FROM THIS CAN. AND DON'T WORRY ABOUT OIL. AS LONG AS YOU HAVE FUEL YOU HAVE PROPER LUBRICATION!



WOW! SOME MESS GEORGE! WHY DON'T YOU GET A MOWER WITH A POWER PRODUCTS ENGINE. IT USES PRE-MIXED FUEL—YOU NEVER TOUCH AN OIL CAN.

TELL ME MORE!



CTS

?



OUTSIDE
SHOW YOU

THIS IS THE SAME TYPE OF ENGINE THAT IS USED ON LARGE LOCOMOTIVES, OCEAN VESSELS, HEAVY EARTH-MOVING EQUIPMENT AND OUTBOARD MOTORS. IT FIRES ON EVERY PISTON STROKE, NOT EVERY OTHER STROKE, AS SOME ENGINES DO. IN SHORT, TWICE AS MANY FIRING STROKES—DOUBLE POWER ACTION!



LET ME DEMONSTRATE THE FIRST ADVANTAGE OF DOUBLE POWER ACTION, EASIER STARTING! TWICE AS MANY POWER STROKES MEANS TWICE AS MANY OPPORTUNITIES TO START FOR EVERY FOOT YOU PULL THE STARTER ROPE



ARE ALL MOWERS NOISY?

NOT THIS MOWER MA'M! POWER PRODUCTS HUSH-TONE MUFFLER MAKES THIS ENGINE PRACTICALLY WHISPER



As advertised in

CONVENIENT FEATURES PLUS MODERN STYLING WITH TWO-TONE COLOR APPEALS TO TODAY'S BUYER



HOW! SOME MESS GEORGE! WHY DON'T YOU GET A MOWER WITH A POWER PRODUCTS ENGINE. IT USES PRE-MIXED FUEL—YOU NEVER TOUCH AN OIL CAN.

TELL ME MORE!

I GET IT,—PRE-MIXED FUEL OIL AND GAS ALL IN ONE

RIGHT, AND THIS ONE CAN LAST ME ALL SEASON. I NEVER MESS WITH CHANGING OR CHECKING OIL. FROM MY OLD MOWER I KNOW HOW HARD IT IS TO POUR OIL INTO THE CRANKCASE.

A POWER PRODUCTS ENGINE WITH MODERN PRE-MIXED FUEL SURE SAVES TIME AND WORK

LET ME DEMONSTRATE THE FIRST ADVANTAGE OF DOUBLE POWER ACTION, EASIER STARTING! TWICE AS MANY POWER STROKES MEANS TWICE AS MANY OPPORTUNITIES TO START FOR EVERY FOOT YOU PULL THE STARTER ROPE

THESE HEAVY WEEDS HELP DEMONSTRATE THE SECOND ADVANTAGE OF DOUBLE POWER ACTION. TWICE AS MANY POWER STROKES MEANS FASTER ENGINE ACCELERATION, NO STALLING OR STOPPING

I'LL BET I CAN GUESS THE THIRD ADVANTAGE OF DOUBLE POWER ACTION. TWICE AS MANY FIRING STROKES MEANS SMOOTHER RUNNING.

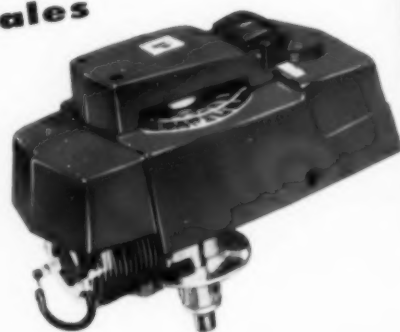
As advertised in **LIFE**

CONVENIENT FEATURES PLUS MODERN STYLING WITH TWO-TONE COLOR APPEALS TO TODAY'S BUYER

These Power Products Engine Features will help build mower sales

You can earn more money selling mowers in '57 by taking advantage of the extra sales story built right into every mower that has a Power Products engine. The cartoons point out important sales features, exclusive with Power Products engines, that you can use to increase your sales and profits. It will pay you to make this page your mower sales meeting in print. (Write Power Products for copies.)

POWER PRODUCTS
CORPORATION
GRAPTON, WISCONSIN



The "ARDOX" Spiral Nail



NOW! A Spiral Nail for less than the cost of a common nail

Jones & Laughlin introduces the new threaded-to-the-head "ARDOX" spiral nail to American markets. This superior nail, with all the advantages of extra holding power, ease of driving, and less splitting *actually costs less than the familiar, smooth, straight-shank nail.*

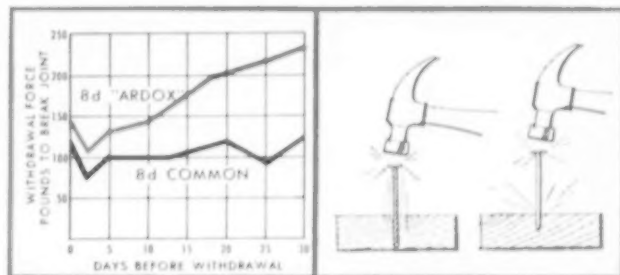
These established advantages are made possible by a major development in spiral nail-making technique, utilizing J&L quality, higher carbon steel.

Write for complete information on how "ARDOX" full spiral nails can improve your operations *and* cut your costs. Write to the Jones & Laughlin Steel Corporation, Dept. 439, Pittsburgh 30, Pa.



Jones & Laughlin

STEEL CORPORATION • PITTSBURGH

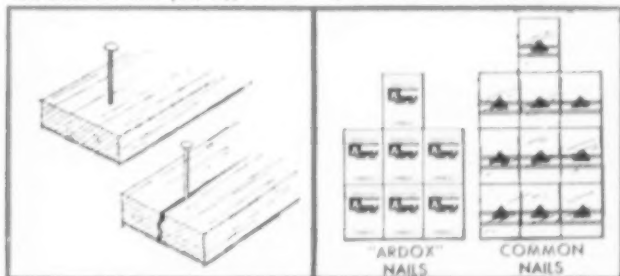


INCREASED HOLDING POWER

The "ARDOX" full spiral shank nail develops up to twice the holding power of equivalent common nails . . . gives you stronger, longer-lasting construction. Graph compares eight penny nails driven into white pine, 10% moisture.

EASIER DRIVING

Despite its greater holding power, the "ARDOX" spiral nail actually requires less driving force. It speeds construction, reduces operator fatigue. Laboratory and field tests prove that "ARDOX" spiral nails are as much as 30% easier to drive.



LESS SPLITTING

The "ARDOX" spiral nail turns like a screw when driven . . . threads its way into the wood with minimum fiber damage. The stiffer shank of the "ARDOX" spiral nail, with less bulk of metal, greatly reduces the tendency to split.

COST SAVINGS

"ARDOX" full spiral nails, because the greater count per pound results in lower cost per nail, cost less per job than equivalent common nails. Additional cost savings result from lower transportation, handling and storage charges.

HAVE THEM



HOME HANDYMEN always need nails and brads . . . so be certain you're well supplied. Order Cortland Brand Nails and Brads in these convenient, self-selling packages. Then display them where customers can see and buy them.

TOUGH, RUST-RESISTANT, uniformly finished, Cortland Nails and Brads are made from electric furnace steel. They have the sharp points and true-formed heads your customers demand. Nails come in green packages, brads in yellow . . . both are clearly marked for weight, length and gauge. You can display a complete stock of sizes ($\frac{1}{8}$ lb., $\frac{1}{4}$ lb. and 1 lb.) in a minimum of counter space.

Ask Your Jobber for Cortland Brand Nails and Brads by name. Then display them in your store . . . and profit!



NAILS & BRADS

Wire Screening • Hardware Cloth • Poultry Netting

WICKWIRE BROTHERS, INC., Cortland, N. Y.

CAVERT & LIPSCOMB
NASHVILLE, TENNESSEE
DALLAS, TEXAS



Each month thousands of men engaged in the hardware industry throughout the South and Southwest meet through the pages of SOUTHERN HARDWARE for discussion and solution of mutual problems and presentation of new ideas and suggestions.

For over thirty-five years SOUTHERN HARDWARE has been a dependable guide to the wholesale and retail hardware trade. Up-to-date information on all phases of the hardware business is found every month in its pages.

The magazine has been built on a program of service to readers that covers:

- WINDOW DISPLAY
- COUNTER DISPLAY
- STORE MODERNIZATION
- CUSTOMER RELATIONS
- SALES PROMOTION
- ADVERTISING
- INVENTORY CONTROL
- EMPLOYEE RELATIONS
- SERVICE DEPARTMENTS
- CREDIT CONTROL
- ACCOUNTING PROCEDURES
- ASSOCIATION ACTIVITIES

And very important, there is always local news about friendly people and their activities in the Southern and Southwestern hardware trade—a feature that no other magazine has developed so fully.

Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

Why don't you join this monthly get-together? The modest subscription price of only \$2.00 for THREE full years of informative, value-packed reading is an outstanding investment in your future.

If you aren't a subscriber, become one—or, if your subscription is about to lapse, renew it! The small expense will be returned to you many times in the thousands of pages of valuable information that will be yours for the next three years.

SOUTHERN HARDWARE
806 Peachtree St., N.E.
Atlanta 8, Georgia

Green Thumb® has more to offer you



1 NEWSPAPER ADVERTISING IN SUNDAY GARDEN PAGES: More of your customers see and read home and garden information in the special sections of their Sunday newspapers than anywhere else. This Spring, Green Thumb lawn and garden tools will be advertised steadily, continually and exclusively in the Sunday newspapers — in 58 cities — to over 40 million men and women readers.

2 NEW GREEN THUMB TOOL ISLAND: Enables you to make a complete self-service offering of matched Green Thumb lawn and garden tools (6 doz. items, 24 patterns) in only 2½ x 4 ft. of space. Mobile; rolls tools "up front" when season is active — indoors or out. Tools, as shown, are a balanced stock containing only the most popular standard patterns. Order now. You will make more than \$50 profit on your first turn.



3 TIE-IN "SPOT" DISPLAY: A big percentage of America's hardware dealers own and use this famous fan-type display rack. Union backs up the hardware dealer (1) By featuring this rack in all Green Thumb national advertising. (2) By designing the new Green Thumb Tool Island with the same colors and basic display. Price \$9.00, delivered.



4 TO KEEP HARDWARE DEALERS UP-TO-DATE ON NEW PROFIT OPPORTUNITIES, we frequently distribute samples of new and especially attractive tools. This new No. FSL floral shovel is a dandy. If you have not yet seen or ordered one, mail in your dollar. We'll send a sample prepaid, for examination and resale at 219% profit.

THE UNION FORK & HOE COMPANY
553 Dublin Avenue, Columbus 15, Ohio

for immediate service on

ALUMINUM ROOFING & SIDING

ASBESTOS PRODUCTS

ASPHALT PRODUCTS

AWNING SUPPLIES, ALUMINUM

GALVANIZED ROOFING & SIDING

CEDAR SHINGLES

GARAGE DOORS, METAL

GATES, FARM & INDUSTRIAL

GLASS FIBER BUILDING PANELS

GUTTER AND DOWN SPOUT

HARDBOARD PRODUCTS

INSULATION BOARD

INSULATION, RESIDENTIAL

LOUVERS AND VENTILATORS

* WAREHOUSES

GENERAL OFFICES: ATLANTA, GEORGIA

ATLANTA, GA.
1530 Ellsworth Drive, N.W.
Phone: SYcamore 4-9511

MEMPHIS, TENN.
703 North Royal Avenue
Phone: JACkson 5-4717

LOUISVILLE, KY.
1239 South Tenth Street
Phone: MELrose 4-9441

SAVANNAH, GA.
309 Stiles Avenue
Phone: ADams 6-2461

MIAMI, FLA.
3640 N.W. 52nd Street
Phone: NE 5-2595

RALEIGH, N. C.
1431 Courtland Drive
Phone: TEMple 4-6221

BIRMINGHAM, ALA.
2830 Fifth Avenue, North
Phone: 4-5461

NASHVILLE, TENN.
Harrison St. at Seventh Ave.
Phone: ALpine 5-1152

RICHMOND, VA.
1910 Petersburg Pike
Phone: 82-6748



SOUTHERN

Serving the

all building materials

CALL YOUR NEAREST

SSIRCO Warehouse*

PLYWOOD

REYNOLDS ALUMINUM BLDG. PRODUCTS

SCREENS, ALUMINUM

STAIRWAYS

STEEL ROOFING & ACCESSORIES

WALL TILE

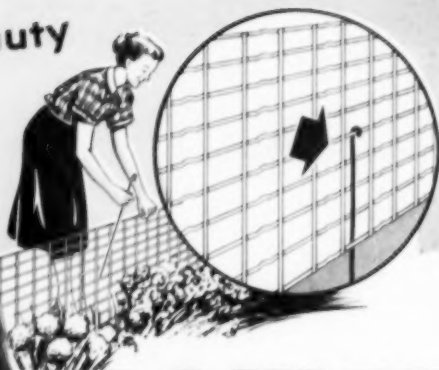
With nine warehouses and seventy sales representatives centrally located to serve any geographical area of the Southeast, Southern States Iron Roofing Company is your immediate answer for service and supply. Quality, nationally-known stocks of a variety of building materials, aluminum mill and building products and industrial metals are near you in a SSIRCO warehouse. These diversified stocks and complete inventories are available to enable you to meet the requirements of every customer. SSIRCO's complete facilities offer you immediate service on any quantity of these products. You never need to be out of any building material item. Make SSIRCO your one-stop, one-source supply house—TODAY!



STATES IRON ROOFING CO.

Building Material Trade Continuously since 1914

Gard-N-Beauty



50 Foot Roll, 18" Width
No. 16 Gauge, 2" x 2 1/2" Mesh
COMPLETE WITH
14 SLIP-IN STAKES

**FLOWER
BORDER**

The HOME FENCING with MORE "SELL" APPEAL



Easily removed
for mowing or
weeding.

Makes attractive
trellis
for garage,
porch,
breezeway.



EASY TO SELL . . .

- * because it's easy to put up . . . even ladies can slip stakes easily into hard or rocky ground.
- * because it costs you less and can be sold for much less than any comparable fencing.
- * because its smaller mesh — 2" x 2 1/2" — is better looking, gives greater protection.
- * because its Galvanized after Welding for more rust resistance, longer life.

- **MORE PROFIT PER SALE** — Costs 33 1/3 less than old-style fencing to give you a bigger profit margin per sale. 50 foot unit means you lose no time — or profit. There's no cutting — no fuss — no bother!
- **MORE HELPFUL SALES AIDS** — Everything to help you get faster turnover . . . posters in rolls that make them sell on sight . . . newspaper mats . . . and additional posters for display. Write for free mats and posters . . . today!

STOCK UP, TOO, ON

Gard-N-Beauty

WELDED-FENCE

- * 50 and 100 ft. rolls — no cutting!
- * Easy to erect — no stretching!
- * Has many uses — property dividing lines, gardens, basement storage, garage partitions, turkey and hen pens!

MESH — 2" x 2 1/2"
GAUGE — No. 16
WIDTHS — 24,
36, 48, 60
and 72 inch



WELDED FENCE • FLOWER BORDER • PERMA-GARD • PERMA-NETTING

SINCE
GILBERT
Georgetown 3, Conn.



1878
BENNETT
Blue Island, Ill.

WELDED MESH • HEX NETTING • HARDWARE CLOTH • WIRE INSECT SCREENING

Are you making full use of our Reader Service?

The editorial and business staff of SOUTHERN HARDWARE is eager to serve you. One way in which we can help you is to make it easy for you to draw upon the wealth of technical and promotional material available from manufacturers.

In the accompanying pages are the descriptions of scores of useful catalogs, helpful literature and sales aids.

Check over the list of publications and informative bulletins available, note the numbers of the ones you need on the Handy Return Card coupon along with your name, title, company, and address plainly written. We will tell each manufacturer to send directly to you the information you want.

Address your requests to:

READER SERVICE

**SOUTHERN
HARDWARE**

806 Peachtree St., N. E.

Atlanta 8, Georgia



No. 1970 PRESIDENT—Finest reel ever made! Genuine "18-8" stainless steel frame, Carboloy bushings, nylon gears—for a lifetime of fishing thrills! \$35.00



No. 1970-A PRESIDENT—Light, sporty model, with beautiful forest green aluminum frame and white rings. Lifetime Carboloy bushings and nylon gears. \$30.00



No. 1924S—For light salt-water and heavy-duty fresh water use. Chrome-plated brass frame, rugged nylon gears. "Ty-Bu" star drag \$14.00



DIRECT-DRIVE "WONDEREEL"
NO THUMBING—NO BACKLASH
No. 1921-D builds volume, makes new customers; **anyone** can learn to cast in minutes with this spectacular performer! Nylon gear model \$13.00



PROFIT OPPORTUNITIES GREATER THAN EVER WITH SHAKESPEARE DIRECT DRIVE REELS!



**RUGGED ONE-PIECE
SHAFT FROM
CRANK TO
TAILPLATE**

BAIT CASTING is big business... *make the most of it with Shakespeare!* You can now offer a round DOZEN of the popular—and *profitable*—Direct Drive reels; nine with nylon gears. There are models for fresh-or-salt-water use... models for all types of lines... models to meet the needs of *every* bait-caster. From \$9.80 to \$35. There's **NO** other line of reels so *complete*... so well calculated to keep your inventory *low*, your turnover *fast*, your profits *sure*, and your customers *happy!*

NYLON GEARS "Out-Cast... Out-Last"

Lighter

They're one-third the weight of metal, start and stop easily... no overrun!

Quieter

Nylon gears are "quiet as a cat on a carpet." And they never need oiling!

Tougher

Hundreds of thousands in use prove: Nylon gears outwear metal gears!



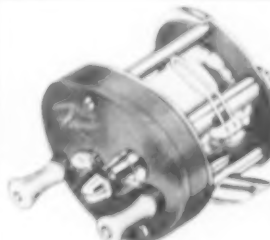
For fresh-or-salt-water use with monofilament or braided line!

New! QUIET RUNNING **No. 2060 DELUXE** **Glaskyd** FIBER GLASS CASTING REEL

Now with lighter, quieter, tougher nylon gears. Fabulous Glaskyd® material, *tougher, more rigid* than metal, withstands the pressure of monofilament under tension! Permanent finish, can't rust or corrode. Close spool clearance prevents 10-lb.* monofilament from pinching under the flange * (Capacity 200 yds.)... \$14.50



No. 1926—Feather-light, sporty, in green anodized aluminum. Tough and rugged, a best seller for all-around fresh-water casting \$12.50



No. 1973-D SPORTCAST—Last word, choice of experts, in a light, sporty reel. 1 5/8 ounces! Carboloy bushings, nylon gears. \$16.00



Get in the Clover with..
Shakespeare

GREATEST NAME IN RODS • REELS • LINES

WRITE FOR '57 ILLUSTRATED PRICE LIST!

SHAKESPEARE CO., DEPARTMENT SH-1, KALAMAZOO, MICH.

Please send me a copy of the 1957 Illustrated Price List.

NAME _____

ADDRESS _____

CITY _____

STATE _____

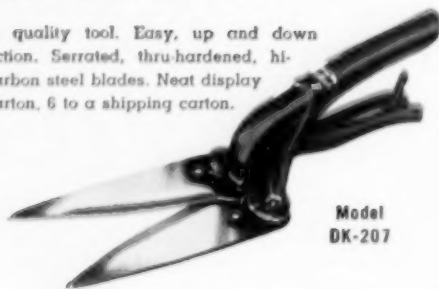
Doo-Klip

AMERICA'S FINEST
LAWN TOOLS

SPARKLING NEW TOOLS NEW LAZY SUSAN DISPLAY
PLUS LONG TIME FAVORITES
SPELL BIG, EASY 1957 SALES!

Doo-Klip GRASS SHEAR

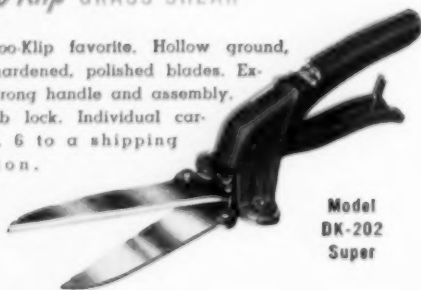
A quality tool. Easy, up and down action. Serrated, thru-hardened, hi-carbon steel blades. Neat display carton, 6 to a shipping carton.



Model
DK-207

Doo-Klip GRASS SHEAR

A Doo-Klip favorite. Hollow ground, thru-hardened, polished blades. Extra strong handle and assembly. Thumb lock. Individual cartons, 6 to a shipping carton.



Model
DK-202
Super

Doo-Klip HEDGE SHEAR

Best designed hedge shear on the market. Scalloped edge blade progressively feeds hedge into shear. Hollow ground, hi-carbon, thru-hardened blades. Lightweight wooden handles. 3 to a shipping carton.



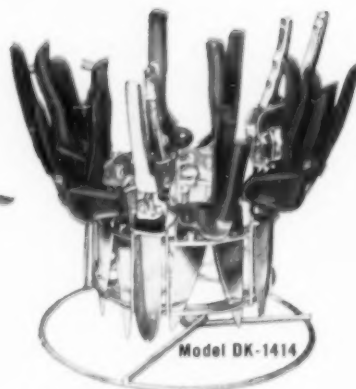
Model DK-505

Doo-Klip SUPER LONG HANDLE GRASS SHEAR

New deluxe model with chrome handles, green shaft and chrome foot piece, an addition to our regular DK-303 long handle. Two-wheel assembly. Extremely easy to use. New, narrow, hi-carbon, hollow ground steel blade. Packed 4 to a shipping carton.



Model
DK-301
Super



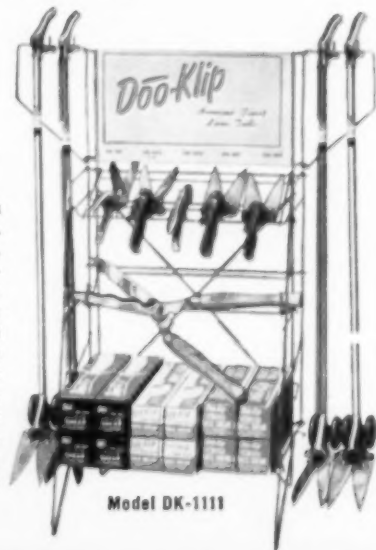
Model DK-1414

LAZY SUSAN COUNTER DISPLAY

New Lazy Susan display puts merchandise at point-of-sale. FREE with unit purchase of: 3 DK-101 grass shears; 6 DK-202 Super grass shears; 6 DK-207 grass shears; and 3 DK-909 grass shears.

FLOOR DISPLAY

Doo-Klip favorites in one convenient spot. Extra stock in base. FREE with unit purchase of: 3 DK-101 grass shears; 3 DK-202 Super grass shears; 3 DK-207 grass shears; 3 DK-909 grass shears; 2 DK-301 Super long handle grass shears; 2 DK-303 long handle grass shears; 2 DK-404 pruners; and 2 DK-505 hedge shears.



Model DK-1111

THE LEWIS ENGINEERING AND MANUFACTURING CO.
ALLIANCE, OHIO
"Pioneers in the Lawn Tool Industry"

MEET YOUR NEW SALESMAN...



the **TCI** farmer

... a distinctive new character
to make more friends and customers
for your store!

Ever see a trade character more closely identified with the products he represents? For remembrance value, he just can't be beat! And beginning now, your new TCI Farmer is on his way to becoming the most familiar personality in the entire South. He will be prominently shown in all of TCI's national ads in your favorite farm magazines—*Progressive Farmer* and *Farm & Ranch*—telling readers to look for him when they're in the market for top-quality roofing, fence, baling wire, barbed wire—all fine products made and sold by the Tennessee Coal & Iron Division of United States Steel.

This new and strikingly different "salesman" is now also available to all dealers carrying TCI products for the farm. As a large standing sign, you can use him either inside or outside your store. On posters and display cards, you can put him in your windows or on your counters. And you can use him in your local newspaper ads, as well as on any direct mail which you may be using.

Yes, the new TCI Farmer is *ready, willing and able* to help you do the best selling job ever! Don't delay another day in putting him to work in your territory. If you haven't already ordered a few of these TCI Farmer signs and other display material for your store, we suggest that you do so at once. Write, wire or call our Advertising Division in Fairfield.

His job is to direct farmers in your territory
to your store for the fine quality products
made by **TCI**

**USS
AMERICAN
FENCE**
the brand
most in demand!

For many years, USS American Fence has been a favorite of Southern farmers. Today, there's more American Fence in use than any other brand. Made of medium-hard wires that are soft enough to splice, yet hard enough to permanently keep their tension and weather curves, its smooth, heavily galvanized coating resists rust and corrosion and assures extra-long life. Every roll guaranteed to be made from full-gauge wires and to be full length.



**USS AMERICAN
BARBED WIRE**
point by point,
it's unquestionably
a better buy!

Made of low carbon steel that is carefully stranded to provide proper stretching qualities, USS American Barbed Wire, with its sharp, uniform, easy-to-see barbs, stands up under the severest atmospheric changes... and safely restrains your most cantankerous livestock. Available in five styles... in two and four point types. Customers are familiar with the high quality of American Barbed Wire.



... the **TCI**
help sell the

**USS AMERICAN
BALING WIRE**
for fast, trouble-free baling,
it can't be beat—
holds bales tight and neat!

USS American Baling Wire meets the requirements of automatic pick up balers. Will hold bales tight and neat, yet it will bend and tie easily. Each coil is carefully wound at an even tension to assure tangle-free uncoiling... fast, smooth baling. There are no splices to jam baler mechanism—a common cause of costly delay in your baling operation. Easy to load. Packaged in water-proof cartons for convenient handling and safe storage.



USS TENNESEAL V-DRAIN ROOFING

tops them with reasons why
it's the farmer's finest buy!



Developed in the South for Southern use, USS Tenseal offers top protection from the heavy, driving rains which farmers in this section often have to contend with. Every sheet of USS Tenseal is coated with a uniform, tight, heavy coating of pure zinc to protect it from rust. And, Tenseal's *exclusive* features—the Triple Cross Crimp, the Pressure Lip, the V-Drain, and the Tension Curve—assure your customers of a roof which will give them extra years of trouble-free service. Can be nailed to properly spaced purlins, saving the expense of solid decking. Can be laid with regular farm labor.

Farmer sign is designed to entire farm product line!



the new
**GRIPITITE
STAPLES**
and TCI standard
wire nails!

The new USS GRIPITITE Staple is a big improvement over anything heretofore available. First, nail the long leg; then stretch and hook your fence or wire; finally drive the GRIPITITE Staple all the way in. Has a true nail point and a flattened head. Wood fibres lock into shank in all types of wood posts. Has increasing holding power. *More staples per pound!*

TCI Nails and Staples—the finest money can buy—in the new lighter, easier-to-open, easier-to-handle fibreboard NAIL CADDY are bigger sellers than ever. And, for you, the strong new NAIL CADDY saves time in loading and inventory taking. Requires less space than kegs. Guaranteed full weight, 100 lbs. net in each caddy.



before you buy
look for the label!

When you see the familiar USS TCI symbol, you're sure that the product is made right here in the South by skilled American labor who, like yourself, love the land in which they live! Furthermore, you'll get the finest products money can buy. They'll be honest value—in weight, measure, and quality. Insist on knowing where the product is made. Your reputation as a dealer is too good to risk on merchandise of unknown quality. Buy American for your protection... for the protection of your customers.



... and to help you do a
THOROUGHLY GOOD SELLING JOB
 we back up your store and your
NEW TCI FARMER SALESMAN
 with literally everything you need
TO BRING IN THE BUSINESS

This year, we're telling the good news of TCI products for the farm in such a way as to practically blanket your territory. There will be attractive two-color, full-page ads in the two most important farm magazines in the South—the *Progressive Farmer* and *Farm & Ranch*—and 8 special ads to poultry raisers in *Poultry Tribune*.

There will be mountains of special literature—folders, leaflets, a new edition of the popular *Farmers and Ranchers Handbook*, and other hard hitting promotion material for distribution by you, our dealer.

And TCI has a large library of interesting films designed for showing to farmer, civic, social and educational groups. You may borrow these films without charge and show or sponsor them on any suitable occasion. Write for our free film catalog.

Yes, this year, TCI is really going all out to make 1957 the biggest you've ever had! Want to go along with us? It will be worth your while. For the full, interesting story of the tremendous opportunity TCI is now offering you, get in touch with your jobber, or call, wire or write direct to our Fairfield headquarters.

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, FAIRFIELD, ALABAMA

DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

**ACT
 NOW!**



If you do not already have one or two large TCI Farmer signs working for you, get in touch with us quickly! Our entire new 1957 advertising program is built around this powerful character. Use the sign to tell your customers that you are headquarters in your area for the top-quality TCI line of farm products. Yes, don't delay. The earlier you start featuring these products, the more business you'll get. How many TCI Farmer signs can you use? How are you fixed for product literature?

UNITED STATES STEEL

**AGAIN in 1957
BLACK DIAMOND features
the HANDY FILE
to build your IRHA week
traffic and sales**



**Promote this profitable leader
at this special low price**

Regular—96¢ IRHA week special—75¢
to show the values you offer all through your store

This is the offer that's been so successful in other IRHA Hardware Week promotions! Always a good seller at its regular price, the Black Diamond Handy file breaks records at this special low price. Past IRHA week records prove it! And even though we price it to give you a traffic-building leader, you still get an excellent profit per dozen—even more profit than last year!

Through NRHA, Black Diamond provides all of the IRHA Hardware Week material you need. This includes pennants and show cards and newspaper mats. For this promotion, Black Diamond packages the Handy file in a self-merchandising display box. And there's national advertising in *The Saturday Evening Post*, *Popular Science* and *Popular Mechanics* and outstanding farm publications. Black Diamond gives you the product, the profit and the promotion to generate sales all through your store. Tie in!

The product, the profit and the promotion . . .
Black Diamond Handy File Profit Structure

MR. RETAILER:

Your cost per dozen	\$6.00
Your selling price	\$9.00
Your profit	\$3.00

Double performance at less than regular price — the Black Diamond Handy file. Double-cut on one side for fast stock removal. Other side single-cut for smoothing, sharpening and finishing.

NICHOLSON FILE COMPANY, PROVIDENCE, RHODE ISLAND

(In Canada: Nicholson File Company of Canada Ltd., Port Hope, Ontario)



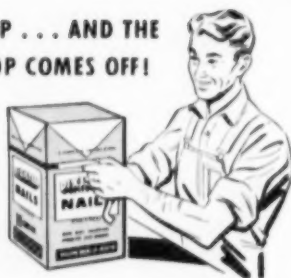
BLACK DIAMOND FILES **A FILE FOR EVERY PURPOSE**

FIRST AGAIN



**New
TEAR TAPE
FOR EASY
OPENING!**

**ZIP . . . AND THE
TOP COMES OFF!**



First to introduce the handy Nail Caddy, Atlantic Steel Company is first again with another great advance in nail packaging.

The Nail Caddy now comes with a built-in tear tape that makes it easy to open.

Nothing else has been changed. It's the same sturdy, reinforced fiberboard container, easier to handle, store, display, and use.

Order DIXISTEEL Nails in the new Nail Caddy with the convenient tear tape.

ATLANTIC STEEL COMPANY

P.O. BOX 1714 • ATLANTA 1, GEORGIA • TRINITY 5-3441



Bill Bright, one of the store's four builders hardware sales specialists, fills an over-the-counter order for builders hardware

Builders hardware can be a

By Richard Lane

Major Profit Line

THE BUILDERS hardware field is sort of like the ole swimmin' hole. Occasionally someone—without sounding the depth—leaps in with a big splash and breaks his neck."

That's an experienced, successful builders hardware dealer speaking, quite bluntly. And he isn't trying to discourage competition either. But he knows there are pitfalls as well as profits in this specialized field, and he feels that other stores eyeing builders hardware through rose-colored glasses should have the facts and weigh them carefully in making their decisions.

"The builders hardware dealer who properly prepares himself for

this highly competitive field, buys wisely and sells wisely, and keeps close stock control is the dealer who profits," observes Warren H. Barry, of Pierce & Barry Hardware Co., in Memphis, Tennessee.

And in contrast, "The dealer who jumps in without carefully planning his department and arranging for trained personnel to staff it, may come to grief."

Barry should know. He has been a builders hardware specialist for 18 years. He's seen competition come and go. Yet he's seen his own store do very well—become a recognized leader in the Memphis

field. His experiences and time-tested methods could prove helpful to many others. Barry shares them freely and despite the occasional use of a somber hue he paints a generally bright picture.

The old saying, "What you don't know doesn't hurt you," simply isn't true in builders hardware, Barry declares. Ignorance, he feels, is a builders hardware dealer's worst competition.

Let him tell about it:

"There are two entirely different fields of builders hardware—general builders hardware and specialized builders hardware. Many

Maximum profits from builders hardware depend upon a carefully-planned inventory and well-trained salesmen



Owner Warren H. Barry has developed a number of sound practices in promoting builders hardware line. Here he displays some of his more expensive merchandise

retail hardware stores toss everything into a general hardware department and depend upon self-service or an average hardware salesman to sell it. Stores with a specialized department require specialists who have been trained in this field.

"I estimate that it takes about five years to train a specialist in the technical skill needed to handle properly a specialized builders hardware department. Blueprint reading background is needed. This has to be taught. The National Builders Hardware Association estimates it takes from \$9,000 to \$11,000 to train a specialist properly.

"In my store, there are four specialists in the builders hardware department. They have 43 years' total experience in this field. I head the list with 18 years, followed by salesmen Bill Seacat with 14 years, Jack Krebs with eight and Bill Bright with three years. Krebs joined the department after the store had sent him to school as a trainee. He had obtained a good foundation in training in the store for four years before we sent him to a builders hardware training school for two months," Barry explains.

Three members of the depart-

ment's staff are members of the American Society of Architectural Hardware Consultants. The fact that three from one firm are members is considered a mark of distinction. There are only five members of the society in Memphis. Barry was accepted for membership in 1951, and Seacat and Krebs became members recently. To ap-

ply, a person must have five years of experience and be put up for membership by a member of the society. An exacting written examination is required of all applicants.

The organization is devoted primarily to the overall industry picture, wisely advising businesses as to costs, problems, and training. It does research as to cost analysis and overhead and annually holds a convention, where manufacturers' new wares are displayed.

Barry stresses cost control.

His store recently has broken down its sales, putting them in five categories. "This will give us a pretty good picture, over the years, as to costs," he declares. "With this, we can see trends as they appear and I hope it will give us an indication as to what lines are dying out or should be promoted more.

"The five categories are: general hardware; paint and sundries; builders hardware, with two sub-categories of contract sales and jobbers sales. Although we maintain a retail store, we do some wholesaling of builders hardware items the general wholesaler probably wouldn't handle. Most of our wholesaling is to lumber dealers, manufacturers and others who need a certain amount of technical skill in buying.

"We post purchases, sales and overhead against our departments. We consider the space taken up by the departments and the ratio used. We check our figures against the national average.

(Continued on page 64)



Salesman Bill Seacat demonstrates lock sets for two prospects. Ability to read blueprints is considered a "must" in developing major sales of builders hardware

They tripled sales of Power Tools

By Beatrice Miller

CAPITALIZING on the increasingly high interest in power tools, Meenehan's of Washington, D. C., has tripled its sales volume over the last three years.

"Power tools appeal to both men and women," Frank Meenehan, secretary-treasurer of the company, states. "And a large investment is not required since the small power tool is nominal in price. All a hardware dealer need have is one to go, and one to show, in the more popular items. Power tools draw customers; the sale of tools affects merchandise in other departments, and power tools make a hardware store a more complete and current operation."

Meenehan's stresses several basic factors that have contributed to its expanding volume in power tools. Year-round window and floor displays, quality lines of these products, a sales staff well-trained in the application, operation and sales features of power tools, and good promotion throughout the year—these make for a growing power tools volume.

"Carry a utility line of small power tools. Stress quality lines. Quality tools, backed by factory repair agencies in the area where service may be quickly obtained, lessens customer inconvenience," Marvin Edwards, department manager of power tools, said. He advocates investing in the popular items of two top-quality lines, with one medium-priced line, and one low-priced line. "Customers want the known quality brands that have become widely accepted through national advertising. Routers and drills outsell other items. But always sell quality first, since customers willing to invest (Continued on page 66)

TONIGHT—11:00 P.M.
"MEENEHAN'S TV
WORKSHOP"

Interesting, Informative Projects
For All Do-It-Yourself Fans With

NED REED

Principal of Chesapeake Vocational High School

WTTG

CHANNEL

5

A newspaper ad announces Meenehan's TV workshop promotion



Marvin Edwards, department manager, teaches a customer the operation of a power tool—this, he believes, is essential to growing sales volume



The time payment plan offered by the store contributes heavily to increasing sales. Edwards watches as customer signs necessary forms

Plan Now for Springtime

FOR THE TYPICAL southern hardware retailer lawn and garden supplies and equipment comprise one of the most consistent sources of volume and profit. The importance of these lines can be credited in part to several economic factors particularly favorable to this area of the nation.

For one thing, the sales season in the South for these products is a lengthy one—and the profit potential grows larger annually, every indication being that the market is expanding constantly.

The favorable aspects of this market can be capitalized on by foresighted dealers who plan their inventories to fill the needs of their communities, and who plan their promotion and advertising well in advance of the most active selling season. Imaginative preparations can be rewarding.

Past research by SOUTHERN HARDWARE has disclosed that for

a typical southern dealer sales of lawn and garden equipment and supplies account for more than \$7,000 annually and the trend is up. It is probable that in the South the total yearly market for these products may exceed \$150,000,000.

The importance of the long selling season for these lines cannot be over-emphasized. The spring months already comprise the period of largest volume for the hardware dealer, and the active selling season for lawn and garden supplies down South extends over an even longer period.

Surveys by this publication show that for 63% of southern hardware dealers the sales season for these products ranges from 6 months to a full year. For an additional 27% the season covers a four to five month period. In all, not more than 16% of the dealers down South report a selling season of three months or less.

It is almost a certainty that this market will continue its tremendous expansion, and particularly so in the South. There is good reason for this. Over the past 10 years the level of personal incomes has climbed steadily and presently is at an all-time high.

The strength of the area's economy has, in turn, expanded the market for virtually all products and services. But nowhere is this more apparent than in the field of residential construction. The demand for homes has been never-ending, and as more houses go up, the larger the market for garden tools and supplies.

As a matter of record, with the high cost of labor having its pronounced effect, no group has embraced the do-it-yourself trend with more vigor than home-owners. For the typical home-owner an array of garden tools and equipment is a must. In short, a power mower in the basement is as usual as a car in the garage.

In the South, this market is virtually without saturation point, and for the aggressive dealer with an inventory that meets the requirements of his community, it is in many sections an almost year-round market.

A carefully-selected inventory is of primary importance, but for maximum results this should be backed by imaginative displays, timely promotion, and adequate advertising. Then, too, dealers and their salesmen should keep in mind that few customers are expert gardeners. They will welcome authoritative advice about the care of lawns and shrubbery, tool use and maintenance.

The hardware dealer with real product knowledge, one who can pass along dependable advice, will get the business and the repeat business. Following articles in this special section tell in detail how a number of dealers have successfully merchandised these products.



No group has embraced the do-it-yourself trend with more vigor than today's home-owners

Profits

Few products sold by southern hardware dealers have so long an active selling season as lawn and garden equipment and supplies. It is a big-volume market, and as the level of personal incomes continues to rise the sales potential will grow larger annually. Advance planning of inventory and promotion is a key to maximum sales

Check List for Spring Promotion

Hoes	Trowels	Grass hooks
Shovels	Garden tool holders	Insecticides
Rakes	Soil soakers	Hand sprayers
Spades	Hand lawn mowers	Power sprayers
Forks	Rotary power mowers	Fertilizer
Hedge shears	Reel type power mowers	Fertilizer spreaders
Grass shears	Electric rotary mowers	Seed
Pruning shears	Grass catchers	Flower bed guards
Lawn trimmers	Lawn sweepers	Soil conditioners
Hedge trimmers	Lawn rollers	Weed killers
Weed cutters	Garden tractors	Watering cans
Plastic rubber hose	Garden cultivators	Kneeling pads
Rubber garden hose	Garden tillers	Flower boxes
Lawn sprinklers	Hand cultivators	Gardening books
Hose nozzles	Spike disc cultivators	Fencing
Hose couplings	Disc edgers	Wheelbarrows
Hose menders	Turf edgers	Garden carts
Hose reels	Lawn weeder	Garden gloves

Mike O'Brien, co-owner of the business, looks over two items selected from the insecticides display. For the amount of space it takes up this line of merchandise is best traffic-builder. Tool display at far right covers 19 feet of wall space immediately inside store's entrance



GARDEN TOOLS, lawn mowers, supplies and related items occupy choice position at the front of the store in season at the Plymouth Park Hardware, opened in October of 1955 in a suburban shopping center near Irving, Texas, by P. L. O'Brien and Mike O'Brien, father and son.

This category of merchandise gets select display position for two reasons as explained by Mike, the son:

"First, we believe that merchandise well displayed is half sold," he said, "and, second, we are surrounded by new residential development and property that will be developed for residences.

"In such an area the people are young people, interested in lawn and shrub culture. These are the people who buy garden tools and supplies. Older people are not such good prospects. They have lost their vigor and their interest in such projects."

Although this is a relatively new store, the father-and-son team is not new to the retail hardware field. For nearly five years previous to their Irving venture they had operated the highly successful Wynnewood Hardware in the outlying Dallas shopping center by that name. In this location the O'Briens have won several national merchandising awards and Mike O'Brien says the rate of turnover in 1955 was 16.7 compared with a national average of 2 plus. Mike thinks that is just about as bad as not enough turnover because, with no warehouse space, they are constantly exhausting lines of merchandise.

In the old location, too, the O'Briens had successful experience with garden tools and supplies, which is responsible for the fact that in the new store they assigned 18 feet of wall space, just back of

the plate glass windows, for display of garden tools of the handle variety. For the spring season of 1956 they booked \$2,000 worth of such tools, yet their analysis of their position was so sound that by mid-April 80 percent of these bookings had been sold and they had re-ordered.

Mike O'Brien believes that in addition to well-displayed garden tools and supplies, there are other essentials in the successful retail movement of this merchandise.

"Most important of all is product knowledge," he says, "for you must know what a tool is made for and what it will do. We accumulate all possible product knowledge and pass it along to personnel.

"Then you must have confidence in the product and confidence in the supplier or you can't do a good job. At least, that is my experience and this subject takes me off

on a tangent. For I find it necessary to shop my competitors — drug stores and grocery stores—so I can change lines if these competitors are handling the same lines we have. And that is what we do — change lines as fast as we find our line duplicated in a drug store or grocery store.

"Finally, it is now getting to the point where a dealer must sell some garden supplies on the guarantee, for the public is being educated to that conception. Buyers now want to know the length of the guarantee and where to take the item if something goes wrong."

In big ticket sales such as lawn mowers, especially of the power variety, O'Brien believes that in addition to an established brand name, there are two policies that are almost compulsory for the retailer. One, he says, is to demonstrate the mower.

Up Front Displays

move more garden supplies

By Baron Creager



"Chances are the prospect has an old mower, about ready to fall apart. If you lend him a new mower to take home and try out, if the new mower is tuned right and full of gas and kicks off on the first pull, the prospect is certain to sell himself. We keep one mower constantly available for demonstrations."

The other recommended policy is a finance plan.

"We use a bank plan," he explained. "It is true this costs us 6 percent, but we consider it well worth the sacrifice to have the cash

in our pockets and not have the worry about payments. Of course, if we know the customer well and he is good both as a customer and as a risk, then we like to carry the deal ourselves because it brings him back into the store on a regular schedule.

"But for the customer we don't know, it is so much simpler, safer and faster to handle the transaction on the bank plan. Our same policy of procedure applies likewise to the purchaser of a power edger."

The O'Briens have come to the

conclusion there are two types of merchandise that fall into the category of necessary evil in connection with the sale of garden tools and supplies. These are fertilizer (in 100-pound bags) and garden seeds.

Fertilizer is one of the items watched closely from the competitive viewpoint and at this writing the O'Briens were changing lines in fertilizer because one line was available in nearby drug and grocery stores.

As for seed, in the envelope
(Continued on page 66)



Mass displays of plant foods and garden hose flank one side of door



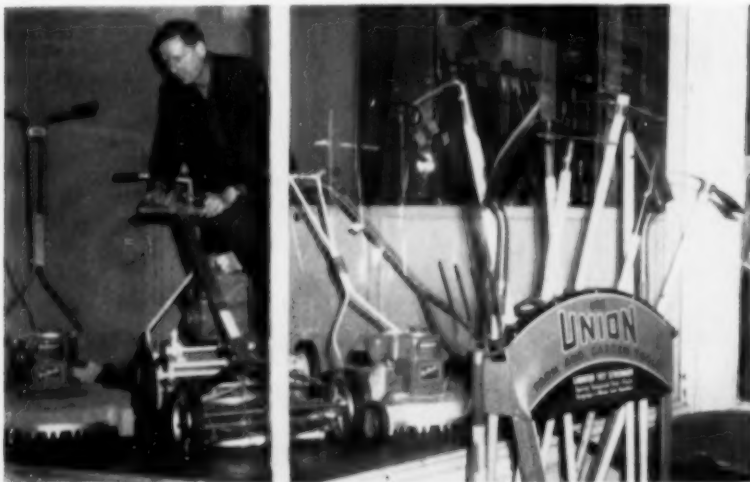
Displays at the front of the store comprise a complete department and include the full range of products from seed and fertilizer through mowers



At its front entrance Opelika Hardware Co. features display of mowers and other heavy equipment. Island display window, only partially shown at right, often is devoted to displays of seed, a good traffic-building item



Jesse D. Royal, manager of the store, shows customer a broom rake. This merchandise ranks third in sales volume for the store. Company's inventory is varied and is successfully promoted through consistent advertising



Phillips Hardware Co.'s assistant manager, Reid Spann, arranges a window display of mowers. Among lawn and garden equipment and supplies lawn mowers lead in sales volume. The company has a successful layaway plan

Selling in a

SALES OF LAWN and garden tools, equipment, and supplies are a leading source of volume for hardware retailers throughout the South. This is the natural result of the long selling season that prevails in much of this area. But more important is the fact that in the small towns and cities of the South the hardware store is the logical outlet for the products making up this line.

In this predominantly small-town market the typical business community has few if any specialty stores, and department stores, selling a wide variety of both soft and hard goods can seldom be found.

In a typical southern town it is the hardware stores which account for a major share of the sales of lawn and garden supplies. To describe in detail the merchandising of these products in a typical southern town, SOUTHERN HARDWARE visited Opelika, Alabama, a city of approximately 15,000 persons. Its five hardware stores, in varying degree, all sell lawn and garden equipment and supplies, and these dealers share in a common belief that the hardware store is the most natural outlet for these products.

At least one of these stores, Opelika Hardware Co., has a sales volume on this line which equals or exceeds the average sales of \$7,000 reported by the typical southern hardware retailer. The other hardware stores in Opelika report a generally high level of sales of these products.

The experience of these dealers indicates that substantial business on these lines can be done even in the face of chain store competition. In Opelika, a Sears retail and mail order outlet provides real

Lawn and Garden Supplies

typical southern town

competition for the power mower and garden tractor business. A feed, seed, and garden supply store is the most effective competition for these supplies, but its inventory of garden tools is not broad. In all, only the hardware stores in Opelika are providing "one stop service" on garden tools, equipment and supplies.

"We've been in the garden supply business for 19 years," said Jesse D. Royal, manager of Opelika Hardware Co., "and, today, there are more people fixing their own gardens and lawns than ever before. In 1954, I estimate that our volume in these items was from \$4,000 to \$5,000. In 1955, we did from \$7,000 to \$8,000, and we believe that we will better that amount in 1956.

"Our average mark-up on these products runs 33 1/3 percent, be-

cause the competition for these items is pretty keen. In addition, we buy many tools and equipment that are shipped pre-marked. Some of these give us around a 40% mark-up. However, our average runs 33 1/3% from which we net around 20% profit."

Royal carries one of the largest and most complete lines of garden and lawn supplies and tools in Opelika. He stocks a great variety of seeds — garden, lawn, and flower seeds — with which to build store traffic.

"Seeds are convenience items. A customer can buy them whenever the notion strikes him, and he will usually come to the store where he can get a large selection," Royal continued. "After he buys his seeds, he is open to suggestions for hardware items and garden equipment that will make his

planting easier, more efficient and pleasant. We keep a rack of small hand tools directly opposite our seed bar as suggestion items for customers. These help to build additional sales volume and if the customer does not want these smaller tools, we suggest the larger ones.

"To build repeat business, we carry a large selection of tools and equipment," Royal continued. "Among these are power mowers, garden tractors, pick-up carts, fertilizer spreaders and wheel barrows. In addition, we stock a large number of handle tools—lawn brooms, hoes, long-handle shovels, spading forks, scoop shovels, bush cutters and hedge cutters.

"A good source of volume is the smaller hand tools — cultiweeders, dandelion cutters, culti-hoes, hand rakes, culti-spades,



A Sears retail store competes strongly for power mower and garden tractor business but hardware stores in city sell majority of garden equipment



A seed and feed store provides hardware dealers with good competition on these products, but has a limited inventory of garden tools and equipment and other products for the home-owner



Seed bar located just inside front entrance of Opelika Hardware Co. has more than 60 varieties of flower, garden, and lawn seed. Here, Mrs. Daisy M. Gilmer serves a customer. Small hand tools are displayed near seed bar

trowels, transplanting trowels, forks and weed-cutters. Garden hose and lawn sprinkler attachments are good sellers—twenty-five and fifty-foot hose sections.

"We carry over 60 varieties of seed and, of course, we stock fertilizer insecticides, two of our most popular 'extras'. Included in our seed inventory are: early peas, beans, Tennessee bush beans, Lima beans, corn, spinach, cabbage, collard, black-eyed peas and many others. Seeds are seasonal items," Royal pointed out, "and care must be exercised not to overstock them. Old seed, if sold, will not germinate; consequently, you will lose customer after customer if you sell them old seeds. We make it a policy to buy only the best germinating seeds and to throw away old seed. This is the surest way of getting and keeping repeat customers."

Royal reports that hand and power mowers stand first in sales volume; garden hose and sprinklers are second, and garden tools rank third. "We sell a lot of seed, fertilizer, and insecticide, but volume is not as large as on tools and equipment," he added.

Mass Display

A mass display of garden supplies is the biggest and most effective promotion for Opelika Hardware Co. Of central interest is an island window filled with seed neatly divided by wooden slats and arranged in geometric patterns. Seeds in the center of this display are formed in the shape of



A. L. Screws, owner of the hardware store which bears his name, separates plants in front of a window devoted to careful display of seeds. This store also uses seed to attract customers for garden tools and equipment

a star and surrounding areas are emphasized by alternating seeds by color.

Garden tractors, lawn mowers, power mowers, handle tools and seeds in galvanized cans are neatly arranged on either side of the entrances. A seed bar is set up just inside the right-hand entrance. The display is set up in early April and remains through May or until the middle of June.

Consistent advertising is practiced by Opelika Hardware Co. with radio and newspaper advertising carrying the principal load. "We run 30 radio spots per month

using about equally the Opelika and the Auburn stations—the latter is eight miles from here. This covers our area satisfactorily, reaching both the urban and rural dwellers. These ads are grouped mostly on Thursday, Friday, and Saturday, and during April and May, the heaviest part of the sales appeal is made to the gardener or home-owner who needs to re-seed his lawn or to plant his garden," Royal stated.

Royal buys his seed from seed houses in Atlanta, Ga., and Richmond, Va. All of his heavy equipment and tools are purchased from hardware wholesalers.

The best time to plan your next season's purchases of seed and other lawn and garden supplies is right after the season ends, Royal adds. "I usually buy my seeds for

next season in May," he said. "This gives me prior call to the best germinating seed. If I want to make any changes in the amount I order, I can do so prior to delivery.

"I go in heavily for this merchandise, because I think that the hardware store is the logical source for these supplies," Royal concluded. "We carry as basic hardware stock many items like hoes, rakes, and shovels. People expect to find those items here and usually think first of the hardware store when they need tools or supplies for their gardens or lawns. Like

(Continued on page 67)

Competition from department stores, chain stores, and other outlets doesn't frighten this dealer. By planning his merchandising campaign well in advance of the season, he gets a lion's share of the power mower sales in his area



Proper demonstration is essential to big-volume sales of mowers

Neighborhood dealer is selling **250 Power Mowers Annually**



Company's service department is an effective sales tool. Mechanics are specialists in small engine repair

MANY POWER mowers are going to be sold in your neighborhood this season.

That's just as certain as grass is green. But who's going to sell them?

The mowers will be bought from hardware stores, downtown department stores, mail order houses and chain auto stores. But despite such competition, it's possible for the neighborhood hardware dealer to get the lion's share of the business — if he wants it bad enough.

For the hardware dealer to enjoy a really good volume on power mowers, he's got to start planning and talking long before the grass gets high. Take the word of a highly successful Memphis, Tennessee, dealer. His firm has been selling 250 or more power mowers each season now for several years. Perhaps you would like to say as much.

Dewitt Whitten, who with his brothers Brooks and J. B. Whitten operates two Memphis hardware

stores, isn't the boastful type. But he will smilingly concede that the two Whitten stores are doing a pretty fair job of merchandising power mowers. He also will tell why — in the event you want to borrow some successful ideas.

"We start planning and promoting power mower sales very early in the season — usually in early March," Whitten explains. "You may sell only an occasional mower so early in the season, but the important thing is that your early display makes your customers aware of what you have to offer.

"When the grass starts to grow in earnest, he's going to remember that power display and how you've been suggesting that this is the season for him to buy.

"We arrange prominent sidewalk displays in front of both of our stores and also have displays just inside the front door — so it's impossible for a customer to pass by or enter our store without being aware of our large stock.



The company service shops will sharpen and repair all brands, but prefers to concentrate on the line it carries. Two full-time and one part-time mechanic are employed. In season the company will service 100 mowers a week

"We keep 16 or 18 mowers on display at each store all the time. They are in four different price ranges, including one relatively inexpensive.

"We sell both two and four-cycle mowers. The trend seems to be toward the four-cycle mower. Customers say a good four-cycle gives less trouble than a two-cycle.

"While we offer both rotary and reel power mowers, the rotary outsells the reel four or five to one. Reel mowers are okay for good, established lawns, but for rough, new lawns and lawns full of weeds and wild grass, we advise our customers to buy the rotary. In addition to zipping through weeds and wild grass, the rotary does a fine job of mulching.

"We help the customer determine the size mower and type needed by getting him to describe his lot as to size and condition. We don't believe in selling a customer a mower larger than he needs, simply to make a sale.

"We stock both gasoline and electric mowers, but the great majority of our sales are of the gasoline type. We try to handle one brand engine as much as possible because we have our own service department. While we service all types of mowers, we prefer to concentrate repair parts and service on one type engine as much as possible.

"With every sale we gas up the engine, check it out and demon-

strate it for the purchaser. We recommend that all dealers demonstrate safety features and proper starting, operation and stopping before turning a new mower over to the purchaser. This can prevent possible injury to both operator

and to the machine itself.

"Our power mower sales hit their peak during the period from June through mid-July, although many sales are made in August and September, especially if the weather continues good," Whitten declares.

What about time-pay?

"We have a time-pay plan that's very popular," Whitten explains. "We give the buyer the opportunity to pay out the mower in 60 or 90 days without a carrying charge. We also offer a 12-month finance plan.

"Since mowers are seasonable items, we try to get our customers to pay them out during the grass season, if possible. We require a minimum of 10 percent as down payment. Sometimes old mowers are taken on trades as down payments.

"We have been selling power mowers ever since they have been on the market. We handle only recognized brands. We are leery of selling cheap mowers. The profit margin is too close. And cheaper mowers present more of a service problem.

"As for service, we have complete shops at both of our stores, at 2911 Park Avenue and 547 South Highland Street—about a mile and
(Continued on page 70)

Whitten Bros. Hardware begins displaying power mowers outside very early in the season—as early as March. Such early promotion on sidewalks in front of the company's two stores pays off in sales later in the season



Use of white picket fence and trellises make this garden shop almost a store within a store. The department occupies 450 square feet of space in the center of the store's first floor. The displays occupy this area from late February until they give way to Christmas merchandise in October. Self-service is encouraged, but the store stresses the importance of trained personnel in this department



Garden Center Leads in Profits

By B. Miller



Adjacent to the garden shop are these displays of merchandise for outdoor living. Newspaper advertising is used to promote these lines. About 2% of total annual sales is allotted to the promotion budget. Direct mail also is used

FOR A SUBURBAN dealer there is no better source of volume sales than a separate garden shop within the store or at least a distinct department devoted to these lines. That's the opinion of R. L. Crocker, manager of Broyhill Supply Co. in Arlington, Virginia.

"The hardware dealer who is in a good suburban location of homeowners and who has space to give to a complete inventory of garden equipment and supplies should set up a garden shop, for a dealer can make more money in a garden shop than in any other department."

The garden department in this store accounts for a major share of sales from March through September. At the time of this interview the store was riding the crest of a 200% increase in sales of garden supplies over the previous month.

"There is some tapering off in sales by July, but the customers who come in steadily throughout the season for garden supplies and other products related to outdoor living mean big volume. And the importance of traffic that a well-promoted and well-stocked garden shop brings in cannot be over-emphasized. In all the beneficial effect of a really first rate garden shop is noticeable in every department."

There may be "higher maintenance costs" in the operation of a garden supplies department, Crocker pointed out, because this department has a greater number of free deliveries within a 15-mile radius than other departments, and



Complete displays of fertilizers, plant foods, seed and allied merchandise are located immediately inside the entry to the garden shop. Below: Virtually all merchandise in this corner of the store emphasizes outdoor living—barbecue grills, lawn furniture, picnic supplies, and croquet set

training personnel for this department requires more time. Despite these things the rate of sales gain has been higher in this department.

Crocker lists four essentials to a flourishing garden supplies department: a large and diversified stock, displays which permit customers to handle the merchandise, and serve themselves, a sound promotional program, and well-trained personnel.

Broyhill Supply Co. carries full lines of packaged flower, grass, and vegetable seeds, soil chemicals and fertilizers, sprays and insecticides, bulbs and growing plants, and hand and power equipment. The garden shop occupies 450

square feet of space in the center of the store's first floor. The area is enclosed with a white picket fence and trellises decorated with artificial green leafy vines, inviting attention of all customers to the garden shop as they enter the store.

"We set aside this space in late February, putting to the forefront those items that a gardener will need to start the season—the fertilizers, turf builders and other lawn preparations. And we set up in the basement a special section extending 30 feet along one wall where garden tools can be adequately displayed."

Crocker explained that within the department there are separate

displays for seed, hose and accessories, and chemicals. "We set up mass displays with an abundance of items, offering the customer a variety of products. Right from the start we want customers to know that we've got everything they need for their garden. We're a one-stop store for their lawn and garden supplies. As needs change with the advancing season, we replace early displays with sprays, insecticides and other such merchandise. This continues throughout the season until October 1, when the garden shop is replaced with Christmas merchandise.

As soon as the garden shop is set up, window banners and streamers announce the opening of the season, and special prices are promoted in 4 x 8-foot window signs. Sidewalk displays of mowers are used and window displays of current seasonal gardening needs further call attention to the department.

Manuals Mailed Out

Some 10,000 gardening manuals prepared in collaboration with suppliers were mailed out to the surrounding counties in April. A quantity was placed in the garden shop for counter distribution.

"Once a month we have an item that we are able to offer at an unusually attractive price because we buy in very large quantities. We promote it by window sign and newspaper ads. These specials have been successful in drawing traffic and in expanding volume," Crocker said, indicating that these specials also are announced in a monthly mailing.

During the peak selling season a quarter page advertisement is placed in a county newspaper twice monthly. This is devoted to garden supplies or to specials such as power mowers, garden hose, sprinklers, and growing plants, along with items in other departments. All printing of these mailing pieces is done by the company which also handles its own mailing. The annual budget for promotion averages 2% of sales.

Personnel in the garden supplies department are required to have an adequate background of experience in selling this merchandise. Weekly sales meetings are held in the store. Manufacturers' literature is presented, read, and discussed. Twice a month department personnel hear a factory representative describe the application of

(Continued on page 74)



Passersby, eager for spring, respond enthusiastically to early sidewalk display of grills, mowers, and other lawn equipment

Pre-Season Displays

By Sophie W. Ellis

get the edge on competition

PRE-SEASON mass displays of power lawn mowers, power edgers, and outdoor supplies begin a selling period for Graham Brothers Hardware & Appliances, North Little Rock, Arkansas, that by season's end accounts for impressive volume.

No dealer in Greater Little Rock starts promotion of lawn and garden equipment sooner. When the sunny days of January change into the long, cold rainy season that always precedes spring in this area, W. E. Graham sets up his overwhelming displays of modern equipment that promise green lawns, flowers, and outdoor fun.

It takes a little time to sell power lawn equipment. People seldom buy without looking around and checking the various power tools for gardening. And it takes time to pay out a lawn mower held in layaway. That is why Graham jumps the season with his early displays. With his basement stock room well filled with power mowers and edgers and a good assortment of hand mowers, he arranges eye-catching displays in three sections of the sales floor. A sidewalk display is staged also.

Graham plans his display win-



Barbecue grills are located near the lawn mowers, with informative literature placed at hand. Customer here checks features, prior to a demonstration

dows especially to show lawn mowers. A three-foot platform runs the entire length of the two sections of windows, providing a stage-setting for a parade of lawn equipment. Here 12 mowers can

be shown to great advantage — electrical mowers, gas mowers, and hand mowers.

Electrical and gas mowers have been promoted vigorously for many seasons here, but the power



A quick demonstration on the grass adjacent to the store window enables customer to see edger in action

edging tool is a new item that Graham finds valuable for promotion. Using a patch of grass between the sidewalk and his display window as a demonstration point, he shows prospects how the power edger trims with a simple pushing motion. One of these units is kept on display outside, ready for immediate demonstration. When a prospect pauses to look at it, a salesman comes out immediately to show it.

"Demonstration sells power edgers and tools here," said Graham. "We don't have a regular outside salesman yet. When a prospect wants to try out a lawn mower or an edger on his own grass, one of us takes the unit to his lawn where a real demonstration is given. Usually several neighbors come to watch, and more interest is aroused."

The power tool is never left with the prospect unless he makes a down payment. The store offers terms of one-third down, with 10 months to pay the balance. Only very good credit risks are sold, with the store carrying its own paper.

This year five brands of lawn mowers are sold, covering various models of gas, electric and hand mowers. One brand of electric mower has become so popular with Graham's customers that the demand has spread over two counties. In prosperous communities many miles from the store, lawn demonstrations result in several sales.

Selling a power mower includes

thorough instruction in safety, proper use, and care of the machine. Although the store does not have its own repair department, it does give excellent repair service through a repair shop. The customer is urged to bring in his own power mower to the store where it is picked up by the mechanic who does the repair work. If the user cannot bring in the machine, he telephones, and the store's delivery truck picks it up or the mechanic does.

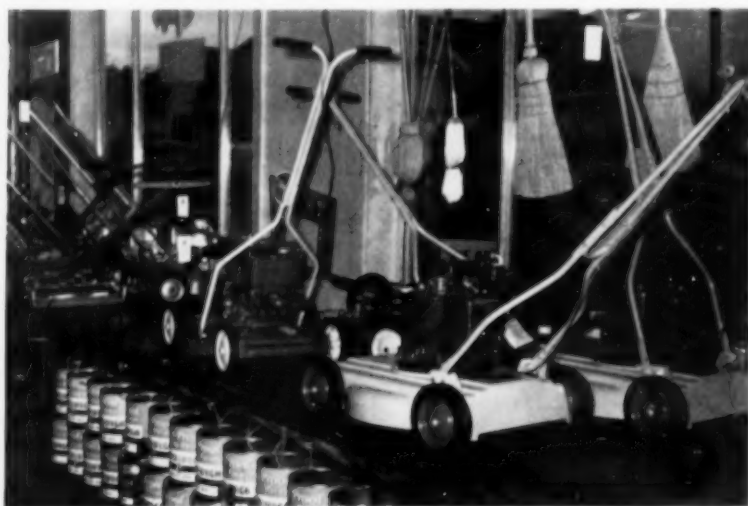
The lawn mower inventory during the selling season is maintained at 35 units, with 12 or more on display at all times. In addition to the mass window display, another lawn mower promotion point

is maintained in the store at the rear where a raised platform with plenty of room to show the machine contains several models throughout the season.

Power mowers are an all-year item here, never completely hidden away. Some are sold in the dead of winter, for the permanent promotion goes on, with layaway terms inducing the customer to pay a little down on a unit and have it held until the balance is paid out.

People who have bought lawn mowers in the past prove to be excellent prospects for other garden and home improvement items. At this time, Graham is telephoning

(Continued on page 75)



Twelve or more power mowers are on display at all times. Layaway terms induce customers to pay a little down on a unit and have it held until balance is paid



Traffic attracted to lawn and garden supplies finds cleaning supplies prominently displayed, reminding them that it's freshen-up time for the entire house

ACRES OF PROFITS in Lebanon FERTILIZERS

Increasing consumer demand for Lebanon fertilizers—resulting from superiority of product, national promotion, free dealer aids and 50% local advertising participation—guarantees you steady profits.

Lebanon's amazing new Uni-Form 10-6-4, containing 40% Urea-Form nitrogen, gives astounding results from one application, even on poorest of soils.

Uni-Form assures sturdier roots, hardier growth and thick, springy turf in the most difficult areas. It is granular, dust-free, 50% organic. Uni-Form will not burn when properly used . . . and one shot lasts all season.



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Compared to other turf builders and soil conditioners, Turf-Organic is "turf-cheap"—affords almost unbelievable results in but one or two seasons.

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COW or SHEEP MANURE

Dehydrated, Sterilized, Weed-Free



Superior organic soil conditioners. Cow and Sheep Manures are 100% natural products—dependable, inexpensive and safe to use. Can not burn or scald delicate root fibers.

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ASK ABOUT
LEBANON'S
BIG PROFIT
OPPORTUNITIES.

Lebanon



CHEMICAL CORPORATION
LEBANON, PA.



Ken Miller and Bill Dittmann await their turn on the first tee



The threesome above: W. P. Parkinson, H. M. Huffman, and Jack Peters



Roughing it: A. P. Henricks, H. M. Hanson, C. E. Hamilton, and R. C. Amspacher

The Golf Bugs Meet

Newly-formed SHGA gets off

TO THE 80 wholesalers, manufacturers, and manufacturers' agents attending the first meeting and tournament of the newly-formed Southern Hardware Golf Association this first-time event couldn't have run smoother.

Held November 28-December 1 at the Mid-Pines Club in Southern

Pines, N. C., the meeting was blessed with crisp, but crystal-clear weather that permitted the three-day tournament to proceed without interruption.

Better yet, the Mid-Pines Club offered a really first-rate golf course which though allowing no all-out assaults on par still did



Rear view of the Mid-Pines Club as seen from the putting greens

SHGA Officers for 1957

President	W. N. Dixon, Jr.
1st Vice-President	Doug Franck
2nd Vice-President	C. E. Hamilton
Sec.-Treas.	Hank Worthington

Executive Committee

Chairman	Frank Campbell
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Three Year Term

F. P. May	E. B. Frock	Russ Heehl
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Two Year Term

W. B. Plyler	S. D. May	J. C. Walker
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One Year Term

J. J. Wallace	J. C. Erwin	Glen E. Parks
---------------	-------------	---------------

at Southern Pines

to a rollicking start

not overwhelm the linksmen with a more casual approach to the game. (In other words, the dubs and hackers had a great time.)

Further assuring the success of the SHGA's first get-together were the facilities of the club itself and a catering staff which, from dining hall to locker room,

spared nothing in its effort to please the group.

As a result, the decision to return to Mid-Pines for the 1957 meeting was vigorously applauded. The dates: Nov. 14, 15, and 16.

Winner of the championship flight for the first tournament was H. C. Smith. Y. Barnard was medalist.



Ned Hornibrook and Worth Plyler talk it over in the club lobby



Officers of the SHGA for 1957: Hank Worthington, secretary-treasurer; Doug Franck, first vice-president; W. N. Dixon, Jr., president; Frank Campbell, chairman of the executive committee; C. E. Hamilton, second vice-president



Ready to tee off: C. McDonald England, Al Hally, Frank Boxwell, Stuart Jones and J. J. Wallace



B. B. Weed and foursome ready for the first day's match



Playing in the championship flight: H. C. Smith, Y. Barnard, W. N. Dixon, and A. L. Low, Jr.



Top picture: G. S. Berry, D. F. Peck, L. S. May, and H. L. Clark. Center: V. P. Lowe, Jr., J. H. Butcher, E. B. Froch, and E. M. Craft. Bottom picture: R. W. Mullin, A. A. Blinkerd, C. E. Dendall, and J. P. Eccles



George Graham and Jack Buckley prepare to start a new round



Harry Webster, F. W. Bedan and J. F. Warnell discuss pairings



Russ Hoebl joins J. C. Walker and R. P. Brinton on tee



In locker room: C. E. Zettel, Frank May, Lawrence McKay, and R. R. Osborn have lunch between rounds

More than just a Handle... a Working Part of the Tool!

CAN'T BREAK 'EM
HICKORY HANDLES
FROM LINK

Reddy-fit eyes—
designed to
fit the tool!

SLIM, yet strong and
shock-absorbing!

Wedges and instruction kit
at no extra cost!

Not just the hickory feel—
this is REAL hickory!

This new pattern Nail Hammer Handle by Link, comes equipped with wedges and instruction kit fastened to the handle. This new design also incorporates a decided flare that eliminates slipping. Link Handles are fully guaranteed against warpage, woodborers, or any natural fault that would affect its service or saleability—features that mean Better sales for you!

**LINK Handles are made from Second Growth
Hand-split Hickory**

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SALEM, INDIANA, U.S.A.
America's Finest Handles

MAIL TO:

O. P. LINK HANDLE COMPANY—SALEM, INDIANA

I would like to see a new pattern Nail Hammer Handle. Send, without charge, a representative handle in any of the following retail price categories:

Can't Break 'Em	75c (retail)
Tufstuf	75c (retail)
Perfect	65c (retail)
Excelball	50c (retail)
Oval	Or Octagon

NAME

Street

City

State

Name of Jobber

CATALOGS & BULLETINS

Available free to readers. Circle the numbers of items wanted on the return post card, page 80

Complete Tool Line. A 52-page catalog is available which pictures and describes the company's full line of garden, lawn, and farm tools; shears, grass, and weed tools; shovels, spades, and scoops. Indexed for quick reference the catalog also includes information on display stands and special offers. Identified as No. S-5657, the catalog is 8½ by 11 inches, and punched to fit binder. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

Circle No. B1 on coupon, pg. 80

Fireplace Furnishings. The complete line of fireplace furnishings in color together with a complete description of every item it manufactures is covered in a catalog made available by the company. Two additions to the line, which includes everything from the traditional to the modern, are a modern solid brass picture frame ensemble together with a combination woodholder and fire set, and a black and copper ensemble designed to blend in with Early American designs. Price lists also can be furnished with retail, dealer, and wholesale prices, as preferred. Special Products Co., Chattanooga 6, Tenn.

Circle No. B2 on coupon, pg. 80

Starless Drag. Information needed by the tackle dealer to explain and sell the "Starless" drag, is contained in a two-color folder. Introduced by a pictorial review of the evolution of the salt water reel, the folder tells how to assemble and adjust the "Starless" in six easy steps. Montague-Ocean City Rod & Reel Co., "A" and Somerset Sts., Philadelphia, Pa.

Circle No. B3 on coupon, pg. 80

Garden Tools. A colorful, 12-page catalog is offered which completely illustrates and describes the company's rakes, shears, saws, and pruners. Henry Disston Division, H. K. Porter Co., Inc., Philadelphia 35, Pa.

Circle No. B4 on coupon, pg. 80

Non-Mortise Hinges. A six-page folder that describes and illustrates

one residential builder's use of 1,500 non-mortise hinges is offered in reasonable quantities. Identified as Installation Report No. 44, the literature reviews interior and exterior door hanging procedure and practice in a suburban Pittsburgh residential development. The folder is 3½ by 6½ inches. McKinney Manufacturing Co., 1715 Liverpool St., Pittsburgh 33, Pa.

Circle No. B5 on coupon, pg. 80

Fishing and Marine Accessories. The complete 1957 line of Frabill fishing tackle accessories and marine accessories is shown in a catalog made available to dealers. Frabill Manufacturing Co., 234 West Florida St., Milwaukee 5, Wis.

Circle No. B6 on coupon, pg. 80

Fishing Line. A 16-page catalog is offered which describes and pictures the company's full line of rods, reels, and lures. True Temper, 1623 Euclid Ave., Cleveland 15, Ohio.

Circle No. B7 on coupon, pg. 80

Fishing Reels. Actual performance records, along with photographs of the fishermen and their catches, create added interest in the 36-page catalog now offered. Cover pages are in color; inside in black and white. The reels are well illustrated with complete descriptive information. Diagrams, plus discussions of various fishing techniques, tips on care and selection of tackle, the construction of reels, and other helpful tips are included also. Accessories and parts receive full coverage. Penn Fishing Tackle Manufacturing Co., 3028 Hunting Park Avenue, Philadelphia 32, Pa.

Circle No. B8 on coupon, pg. 80

Plastic Pipe. Ace Supplex flexible polyethylene plastic pipe and fittings are described in Bulletin CE-57. Contents of the 8-page bulletin include: applications for Supplex pipe, sizes of standard pipe and fittings, installation instructions, technical properties, and estimated flow rates for water in various pipe sizes. It also contains a chart which lists many common industrial liquids and speci-

fies which of these liquids may be carried in Supplex piping. Supplex Co., Division of American Hard Rubber Co., 93 Worth St., N. Y. 13, N. Y.

Circle No. B9 on coupon, pg. 80

Charcoal Cookers. A color brochure, approximately 4" x 8½", presents the Cook 'N' Kettle line — the various units and accessories. Illustrations and prices are given, with a number of action photographs emphasizing the joy of outdoor cooking. Full description of each item is given. Cook 'N' Tools, Inc., 810 E. First Place, Tulsa, Okla.

Circle No. B10 on coupon, pg. 80

Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena 8, Calif.

Circle No. B11 on coupon, pg. 80

Nails Data. A pocket-size handbook containing factual information and specifications for Stormguard nails is available. The handbook is printed in two colors with illustrations and reference data. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. Manufactured in 85 different styles and sizes, the Stormguard nails are rendered rust-resistant by a special double-dipping in molten zinc. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

Circle No. B12 on coupon, pg. 80

Water Systems. A Burks Water Systems catalog designed with separate sections for dealer helps in selling, specifying and job-planning is now available. Besides the inside story of pump features, each section gives general information about capacities, depths, etc., and shows typical installations. The Price List and Specification Book gives prices and includes performance tables, (Continued on page 62)

NOTHING SELLS LIKE REPUTATION!

Pennsylvania

Most respected name in mowers since 1877

Your business is built on the quality of the products you sell. Sell the *best* and you get known for it . . . you cash in on it. Not only today, but also tomorrow! That's why it pays you *most* to sell the Pennsylvania

Lawn Mower line. Simply because no mowers made today carry as fine a name for sheer quality! Stock them . . . feature them!

1957 Pennsylvania ROTARY POWER MOWERS

18" Penn Acco Rotary Power Mower

Now equipped with new hand throttle control. Has easy starting 1.75 H.P., 4-cycle Briggs & Stratton engine with new low-tone muffler. Rewind or rope starter. Easily masters those tougher, faster-growing grasses — in addition to giving a "green velvet" trim to finer grassed lawns.



Model 66118A (Rope Starter)
Model 66218A (Rewind Starter)

21" Penn Acco Self-propelled Rotary Power Mower

Finest, easiest-to-use rotary you can sell! Rugged 2.75 H.P., 4-cycle Briggs & Stratton engine has plenty of extra power for both self-propulsion and heavy mowing. Low-tone muffler. Finger-tip free-wheeling and throttle controls make it easy for customers to match their walking speeds.



Model 68221
(Rewind Starter)

20" Penn Acco Rotary Power Mower

Has new hand throttle control. 2.25 H.P., 4-cycle Briggs & Stratton engine with rewind starter, low-tone muffler. As with all Penn Acco Rotaries, one front wheel may be staggered to prevent scalping.



Model 67220A
(Rewind Starter)

18" Penn Acco Electric Rotary Mower

The quality electric for small lawn owners! Powered with special, heavy-duty 1/2 H.P., 3450 RPM motor. Mowing and body features same as 18" PENN ACCO Rotary.

Model 66018 1/2



**ON ALL
PENN
ACCO
ROTARY
MOWERS**

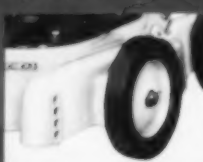
"Wiper" wheel steering
allows optimal steering.

Variable-LIFT blade
with shock-absorbing base.

Free Lawn Mower
at 20 extra cent.

Quickly new blade
size to 1/2" of diameter.

Adjustable Adjustment
has four positions.



1957 Pennsylvania REEL POWER MOWERS

1957 Pennsylvania HAND MOWERS

NEW! Pennsylvania 21" RIDING MOWER

Pennsylvania's answer to your "carriage-trade" market! A great new "sit-down" mower for large lawn care. "Has everything" plus all the quality that made Pennsylvania famous! Cuts a full 21" swath with Pennsylvania's exclusive self-whetting mowing unit. 3" wide semi-pneumatic tires give super traction. Large, padded coil spring seat.



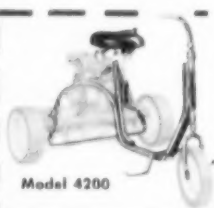
Model 42221C

2.85 H.P., Continental 'Red Seal' Heavy Duty
4 Cycle engine, rewind starter



Model 4430-2619

TWIN TRAILER attachment widens scope of Pennsylvania Riding Mower to full 56" mowing width.



Model 4200

RIDING CYCLE converts most late model Pennsylvania 21" reel power mowers to riding mowers.

Pennsylvania 18" EXETER Power Mower

Tailor-made for your mass market. Features easy-turning, tight-corner mowing. Has Pennsylvania's exclusive double-ground, self-whetting blades that stay sharp for years of normal use. Dependable 1.75 H.P., 4-cycle Briggs & Stratton engine has low-tone muffler. Rewind or rope starter. Exclusive *grass stripper* prevents fouling of drive chain, sprockets. Low cut models also available for bent and fine grasses.



Model 22118 (Rope Starter)
Model 22218 (Rewind Starter)

Model 22118LC (Rope Starter)
Model 22218LC (Rewind Starter)

Pennsylvania 21" DE LUXE Power Mower

The finest reel power mower you can sell! Has new lever controls. Blades are full spring-tempered, crucible-analysis, double-ground and self-whetting. 1.75 H.P., 4-cycle Briggs & Stratton engine has rewind starter, low-tone muffler. Equipped with Pennsylvania's *grass stripper*. Also available with 7 blades for bent and other fine grasses.

Model 407221—7-blade for creeping bent and other fine grasses

Model 407221



GREAT AMERICAN

Best hand mower you can sell!

Model 2415 (15")
Model 2417 (17")
Model 2419 (19")



PENNA-LAWN

Top value for medium price! 2 models: 5-blade; 7-blade for bent and other fine grasses.

Model 1516 (16")
Model 15716 (16" 7-blade)

Model 706E
(Trimmer and Edger)



TRIMMER and EDGER

A best seller! 3 tools in one — replaces half-moon hoe, grass hook, hand shears.

Model 706A
(Trimmer only)



Pennsylvania SPECIAL

Your high quality, 5-bladed mower at a low price. 16" width.

Model 1416 (16")



PENNETTE

Narrow in size, wide in appeal! 12" and 14" widths, 4 blades.

Model 2112 (12")
Model 2114 (14")

Specifications subject to change without notice.

PENNSYLVANIA LAWN MOWER DIVISION

American Chain & Cable Company, Inc.

Stevens Lane, Exeter, Pennsylvania • Bridgeport, Conn.

Export Dept.: 230 Park Avenue, New York City, N. Y., U.S.A., Cable Address "AMCHAIN" N. Y.

DH-49



Litho in U.S.A.

For 1957 sales action

Actionrod

4800 Actionred Spinning Rod, 6'6", 7'—Has Actionrod's built-in level-lock reel seat and handle combination. Two-piece tubular glass rod with black and white spiral-wound trim on natural glass cloth finish. Shaped specie cork grip. \$25.00

1967 Actionred Spin Cast Rod, 6'—Popular priced, two-piece tubular glass spin-casting rod designed for the new type spinning reels used on offset-type casting handles. Light tip action for casting the lightest spinning lures. Cherry red glass cloth finish—screw type reel lock. Specie cork grip. \$15.95

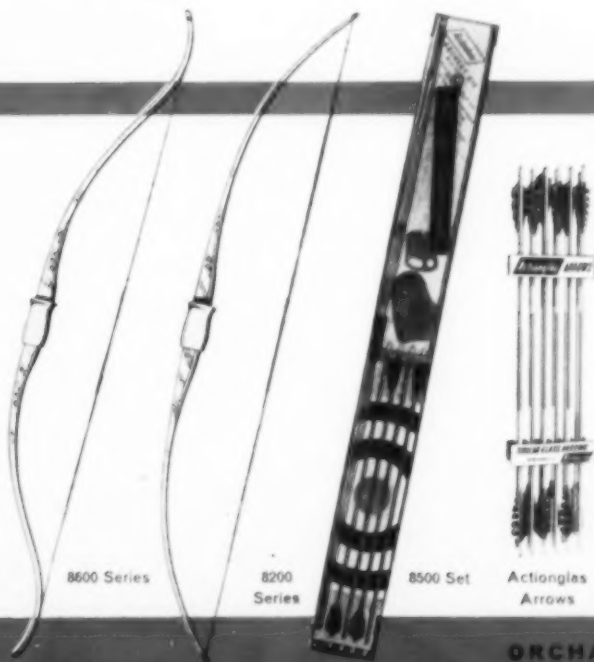
1900 Actionred Spinning Rod, 6'6", 7', 7'6"—A two-piece tubular glass rod with adjustable reel seat in cherry red and gold. Brilliant cherry red glass cloth finish with yellow and black wrap, chrome-plated ferrule. Shaped specie cork grip with protector butt cap. \$15.95

1600 Actionred Fly Rod, 7'6", 8', 8'6", 9'—One of Actionrod's outstanding values for 1956. A two-piece tubular glass rod with striking gold and black wrappings on cherry red cloth finish. Chrome-plated ferrule, cherry red and gold anodized aluminum reel seat. Tip top. \$15.95

5200 Actionrod "Extendo" Still Fishing Pole—Available in five models in lengths of 10', 12', 16', 20' and 24'. All telescope to 55" (except 45" for 10'). All have tip top and rubber butt cap. From \$8.95 to \$21.95



Actionbow



8600 Actionbow Working Recurve Semi-Center Shot Bow, 5'—Clear glass, in right-hand or left-hand model. Custom hand-carved nock, molded handle, top grain cowhide grip. Premium Dacron string. Draw weights 25 lbs. up. \$34.50

8200 Actionbow Straight Reflex Bow, 5'—Clear glass, in right-hand or left-hand model. Molded handle, split cowhide grip. Dacron string. Draw weights 25 to 50 lbs. \$14.95

8500 Actionbow Archery Set—Includes Model 8000 (4'6") Actionbow, string, four tubular glass arrows, red leather quiver, arm guard, shooting tab, 17" target face, 20-35 lbs. Self display individual shipping carton. \$16.95

Actionglas Arrows—Tubular glass construction, new balance, precision and beauty. All popular lengths up to 29", for bows up to 55 lbs. Target, field—\$23.50 doz., hunting—\$27.00 doz.

identification pictures, dimensions and complete accessory listings. All five of the separate sections fit into pockets inside the colorfully printed cover. The cover gives general job-figuring and planning information. Cellophane laminated over the printing increases the durability of the cover and protects it from dirt and grease. Decatur Pump Co., Decatur, Ill.

Circle No. B13 on coupon, pg. 80

Store Fixtures. The Flexible View Store Fixtures catalog offered to dealers is devoted to new equipment, accessories, and display units. The catalog is well illustrated, contains full description of the items and is printed in blue, black and white. Prices and specifications are given in the back section. A free floor planning service also is offered through the catalog. W. C. Heller & Co., Montpelier, Ohio.

Circle No. B14 on coupon, pg. 80

Hack Saw Blades. A catalog page is available covering the Griffin line of Hand Hack Saw Blades, Coping Saw Blades, Jig Saw Blades and Scroll Saw Blades. G. W. Griffin Co., Franklin, N. H.

Circle No. B15 on coupon, pg. 80

Sprayer and Duster Line. A Hudson Sprayer and Duster Catalog (No. 501) shows and describes completely the company's line of hand- and power-operated sprayers and dusters, and includes the Matador Power Sprayer line with tank capacities from 15 to 250 gallons. Types of sprayers include compression, knapsack, Hydra-Gun, Trombone, bucket and barrel spray-pumps, wheelbarrow, electric, hand- and power-operated. Duster models include rotary, knapsack, traction, electric and hand types. Accessories and service parts are included also. H. D. Hudson Manufacturing Co., 589 East Illinois St., Chicago 11, Ill.

Circle No. B16 on coupon, pg. 80

Garden Hose. Catalog sheets give full information on Biltrite 10-star, 8-star and 5-star Garden Hose, as well as Biltrite Triple-Tube Flexible Sprinklers. The sheets are in color and well-illustrated. American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea 50, Mass.

Circle No. B17 on coupon, pg. 80

Hardware Assortments. Illustrated catalog-price list circulars, featuring the newest "Select-A-Pak" hardware assortments, are available. Each assortment, made up of cabinet hardware, forged iron hardware or shelf hardware items, is described on a separate sheet. Also included are illustrations and information on the

free "Select-A-Pak" display boards, panels and layouts pertaining to the specific assortment, and which are designed to fit present dealer fixtures. Space is allowed for wholesaler imprint. Circulars are 8½ x 11 inches in size and printed in two colors. They may be used with "Select-A-Pak" Catalog No. 256 which contains open stock hardware items. National Lock Co., Rockford, Ill.

Circle No. B18 on coupon, pg. 80

Store Displays. Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Circle No. B19 on coupon, pg. 80

Gasoline Engine Tools. A 63-page catalog, describing and illustrating the company's complete line of portable gasoline engine tools, is available upon request. Data and full details are given on the "MG" chain saws, generators, land clearance saws, etc. Also, information on electric and pneumatic chain saws is included in the catalog Number 32. Mall Tool Co., 7725 South Chicago Ave., Chicago 19, Ill.

Circle No. B20 on coupon, pg. 80

Water Heaters. Specification sheets, in color, feature electric and gas water heaters. These contain illustrated descriptive material, including detailed roughing-in dimensions. W. L. Jackson Manufacturing Co., Inc., 1216 E. 40th St., Chattanooga, Tenn.

Circle No. B21 on coupon, pg. 80

Welded Chain. Material available includes the following: Republic Welded Chain and Chain Assemblies, form ADV-701 — a two-color, 60 page book, that describes and illustrates Republic welded chain, welded chain assemblies and accessories, complete with a general information section on welded chain. Republic Chain Slings, form ADV-719 — a 42-page book that describes the complete line of Republic chain slings, including standards and specials; latest specifications are given, and the catalog is illustrated with special drawings. Weldless Chain Catalog, form WS-15 — The formed wire type and stamped metal type of Republic weldless chain, plus principle accessories and assemblies are described in the 12-page catalog. Farm and Animal Chain Catalog, form ADV-703 — a full color catalog that lists all varieties of dog chains, plus farm and animal chain assemblies. Bolt and Nut Price Finder, form ADV-706 — an indexed price chart for

quick reference; lists retail prices on the full line of Republic fasteners; is printed in two colors; and may be hung on the wall. Republic Hex Head Cap Screw, form ADV 678 — a four page folder describing the screws. Republic Steel Corp., 3100 East 45th St., Cleveland 27, Ohio.

Circle No. B22 on coupon, pg. 80

Power Tools. Eight single sheet catalog pages illustrate, describe and give specifications on each of the three Wen "Quick-Hot" Electronic Soldering Guns, three Electric Sander-Polishers and the new Rotary Motor Electric Power Saw, Saw Table, and Electric ¾" Drill. The sheets are 8½ x 11 inches or 11 x 11 inches and are printed in two and three colors. Wen Products, Inc., Chicago 31, Ill.

Circle No. B23 on coupon, pg. 80

Rotary and Reel Mowers. A 3-color enclosure which folds to 3¾ x 7 inches covers the full line of Mow-Master rotary and reel type power mowers. This is available from distributors as Form P-40. Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis.

Circle No. B24 on coupon, pg. 80

Fishing Tackle. The Pflueger Trade Catalog No. 93 for the 1957 season contains the new Bond Reel for either fresh or salt water fishing (with level wind, free spool, and star drag), and a complete new line of rods for bait casting, spin-casting, spinning, salt water spinning, trolling, and fly fishing. Numerous lures and lines are included also, plus simplified arrangements of reel repair parts. The Enterprise Manufacturing Co., Akron, Ohio.

Circle No. B25 on coupon, pg. 80

Fishing Equipment. Weber's 1957 68-page catalog No. 33 contains 69 new items in addition to the variety of fishing tackle regularly listed. Each new offering is spotlighted with a red star and all are indexed separately. Added to the selection of Dylite plastic poppers, which are illustrated in full colors on a four-page lithographed insert, are the Half-Wit, Slim-Bug, and several other Dylite lures. Many new spinning and casting lures are listed for 1957, including the Mystic, Tri-Trix, Hi-Gloss Jigs, and Dylite Bass Bomb. The lithographed cover features the new Dylite Half-Wit. Weber's free Movie-gram fly casting instruction folders in a colorful counter display are available to dealers every year; this advertising unit is listed in the catalog. The Weber Lifelike Fly Co., Stevens Point, Wis.

Circle No. B26 on coupon, pg. 80

We Help You Sell

with powerful dealer aids

We supply you the finest products, we promote them in big national ads—and then we come right into your store with aids to help you build more sales. Years of big space advertising—the biggest in the industry—have built an acceptance for Supplex.

New "Garden Department" Display

—Big, colorful unit that makes up into complete garden department for you. Canopy, posts, banners, signs for window or in-store use. *Your own store name*—individually lettered on the display. It's personalized—it's yours alone. A dynamic focal point to boost sales of all your garden goods.

Ad-Dollar in every carton*

pays 100% of your Supplex ads, up to the dollars you accumulate. Build store traffic and sales at Supplex expense with Ad-Dollars. Dealers all over the country found "Ad-Dollars" paid off in '56. They'll pay off for you in '57. Use them. SUPPLEX COMPANY, Garwood, N. J., Division of American Hard Rubber Company.



This multi-color display 5' x 7' x 2', a \$25.00 value, is yours for only 8 Ad-Dollars or for \$8.00, or a combination of both. Order direct from us.



*These Supplex Ad-Dollars are packed in all Supplex cartons (except Spare Couplings and non-reinforced hose).

SUPPLEX



The Complete
Supplex Line—
answers every
watering need



**Tire-Cord Reinforced
Garden Hose**
Won't burst even if left
in hot sun under full
water pressure. Full
range sizes and lengths.



**Tire-Cord Reinforced
Garden Hose**
Packed on Storage Reel
for easier handling—
quicker sale. 4-Ply hose
—tough and burst-proof.



**Non-Reinforced
Garden Hose**
Finest quality traffic
builders in 1/2" I.D. and
7/16" I.D. at real low
prices with full profit
margins.



Flexible Sprinkler
Best Seller of All
Test after test proves
that dollar for dollar it
out-performs all others.



Spray Soaker
for Deep Watering
Designed for foundation
plantings, garden rows,
etc. Virgin vinyl tube
sprays upward to cover
entire root system.

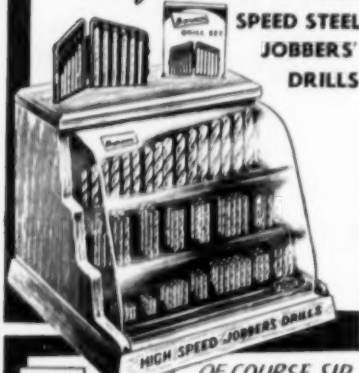
IT HAPPENED EVERY TIME!

I'M SURE SIR, WE HAVE THE RIGHT SIZE HERE SOMEPLACE!



until he discovered the **Hanson**

Self Seller OF HIGH SPEED STEEL JOBBERS' DRILLS



NOW

OF COURSE SIR, JUST PICK THE SIZE DRILL YOU WANT!



CONTACT YOUR JOBBER OR —

HENRY L. HANSON COMPANY

28 UNION ST.

WORCESTER, MASS.

Builders Hardware Can Be a Major Profit Line

(Continued from page 38)

"Before we put in this cost-control system, we knew we were making an overall profit, but we didn't know always exactly where the profit was coming from. We know now. We have found that approximately two-thirds of our sales are in builders hardware.

"We know the national average overhead cost of selling in builders hardware is 27.3 percent on sales. We have checked these national figures in our own store and have found them to be quite true. Many contract builders hardware distributors believe they are obtaining satisfactory net profits with gross markups of 33-1/3 percent. They are not! They are netting an average of four percent or less, after taxes. These figures are from the National Builders Hardware Association.

"Business statistics and particularly overhead costs should be computed on sales and not on costs of goods, due to the wide fluctuation of markups.

"If a store is not in the builders hardware field and wants to expand or continue, it should apply for membership in this association. I say this not because I happen to be a director of the association, but because I know how valuable are its services and cost analyses to successful operation of a builders hardware department.

"We are not begging for competition, but if we are going to have competition we want qualified competition. Management should take advantage of the facts and savings available. Certainly anyone with a large inventory or anyone thinking about entering builders hardware should use the association's facilities.

"Everyone needs the good advice of someone to check against. We compute all costs on our sales. We use the stock control system to reduce our inventory and turn our merchandise over. The turnover on builders hardware should be five times a year in order for the dealer to meet everything he has to face and still make a fair profit.

"The dealer must move out or reduce to a minimum or discard completely that item that doesn't sell. Incidentally, after putting in our stock control system we found some items we had believed to be absolute necessities actually had been on the shelves gathering dust.

"Competitive price is the greatest question in the builders hardware field. If you meet the low price all the time you will wind up out of business. Yes, ignorance is your worst competition. Stores must buy at a fair price, sell at a fair price, and offer good service if they are to succeed."

Barry advises those examining the builders hardware field to allow for breakage or damage to lock sets. Breakage and damage must be kept to a minimum, he warns.

There also is the hazard of returned merchandise, obtained for the customer on special order. "Dealers must watch this," Barry declares. "The salesman must sell the customer properly if the item is a factory order item. The salesman must make the customer agree he needs it and then give a realistic date of delivery and hold the customer's feet to the fire."

Barry recommends the carrying of a quality, complete line.

He advises dealers to beware of cheap lock sets. "There is little profit there," he explains. "If cheap, the lock sets frequently break and make the customer angry. You can lose a customer through cheap merchandise. There are lots of headaches and little profit."

Pierce & Barry Hardware Co. obtains its builders hardware customers through happy association and competitive bidding. The store works closely with architectural and engineering firms. It is a member of the Memphis as well as national association of home builders and takes display space in the annual Memphis Home Show.

Barry, stressing service, tries to work as closely as possible with competitors in the builders hardware field. "Generally, if there is some item we don't have, we refer the customer to competitors or obtain the item for him. We believe this makes for a better feeling between dealers. We send our competitors lots of business and get business from them, too. It's a two-way street."

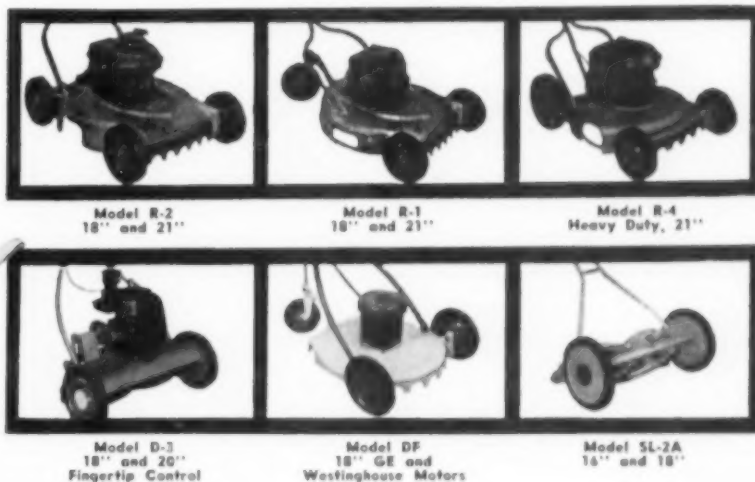
Barry notes that a well-organized builders hardware department can boost sales in other departments, too. This is especially true of paints and tools.

While most of the store's builders hardware sales are to large home builders, subdivision developers, and to the military forces on contract bids, Pierce & Barry Hardware Co. also sells much to

(Continued on page 66)

To Step Up Profits

THIS IS THE LINE!



Model R-2
18" and 21"

Model R-1
18" and 21"

Model R-4
Heavy Duty, 21"

Model D-3
18" and 20"
Fingert Control

Model DF
18" GE and
Westinghouse Motors

Model SL-2A
16" and 18"

Dixie LAWN MOWERS

Because of . . . **STYLE, PERFORMANCE, FEATURES!**
More customer benefits give you greater
SALES OPPORTUNITIES with DIXIE MOWERS. Check
feature after feature and you'll find DIXIE has them all!



COMPLETE LINE

The carefully planned DIXIE line gives you a single, dependable, convenient source. With DIXIE you can offer your customers the right mower for a 40 foot lot or a country estate.



MODERN STYLING

The clean-cut, sturdy lines of DIXIE mowers are as modern as next year's automobiles. They are styled to sell in today's highly competitive market.



EASY OPERATION

Dixie Power Mowers, equipped with Briggs and Stratton, Clinton and Lauson motors, provide quick, sure starts. The overall lightweight, and ball-bearing wheels, adjustable handles and cutting heights make DIXIE mowers a pleasure to use.



RUGGED CONSTRUCTION

DIXIE Mowers are lightweight for ease of handling but their construction is carefully engineered for rugged dependability. Construction breakdowns are all but eliminated.

. . . and it's safe!

Exclusive Dixie Blade - holder prevents blade from coming off even if bolt is broken.



COMPETITIVELY PRICED

Dixie Mowers are realistically priced to sell in a highly competitive market. You'll never lose a sale with a DIXIE. More sales mean more profits.



EFFECTIVE ADVERTISING

Not only are DIXIE Mowers advertised nationally, but DIXIE provides you with a co-operative local advertising program . . . supplies newspaper mats, radio and TV commercials, store posters and descriptive pamphlets for mailing and store distribution.



LIBERAL DEALER DISCOUNTS

The Dixie Dealer plan provides greater discounts for increased sales volume. Generous freight allowances also mean bigger profits.



Model SPB2-216
Self Propelled,
21" Fingert
Control.

Ask your jobber for complete details. Or, write today for catalogue, prices, complete information.

SOUTHLAND MOWER COMPANY

THE GRASS IS ALWAYS GREENER IN A DIXIE YARD!

Dept. 112, Selma, Alabama



**"SALES BOOSTER"
STICKER**
turns lookers into buyers

Attractive sticker on every item in the Modern Line is an effective "silent salesman". It points out the important features of each product . . . helps you get fast turnover.

In every detail, the Modern Line for 1957 is geared for sales. Expertly designed . . . bright, appealing colors . . . made of top quality materials . . . manufactured to the highest standards . . . and priced for action!

**The MODERN Line
is COMPLETE**



WHEELBARROWS
Five popular models, from
3 ft. to 5 ft. cubic capacity.



**LAWN
CARTS**
Convertible
Spreader - Cart
and conventional
Utility Cart.

SPREADERS
Two lines - the
de luxe PRINCE
models and the
fast selling
COMMANDER
models.



**modern
tool & die co.**

5389 W. 130th St. Cleveland 11, Ohio

the individual customer.

The firm is nearly 50 years old and has been a leader in the Memphis builders hardware field for most of that time. The firm was founded by O. J. Pierce in 1915 at 1717 Lamar Avenue and has continued at that location.

Pierce retired early this year, selling his interest to Barry, his nephew. Barry "grew up in the business." He joined the company in 1934 and became a partner in 1945 after returning from World War II service in the Air Force. Barry has specialized in builders hardware from the first, and is president of the Memphis Builders Hardware Club.

**They Tripled Sales
of Power Tools**

(Continued from page 39)

vest in power tools want the best return on their money."

Meenehan's features small portable power tools in its display windows throughout the year. Displays are on shelves and are rearranged about once monthly with newer items replacing the older. During the holiday season saws, sanders, home kits, and drill kits are played up as appropriate gifts. Floor displays of a portable shop, table saws and higher priced power tools are placed near the entrance where they will catch the eye of traffic.

In stressing the importance of answering customer questions, Edwards stated, "A dealer carrying power tools must have a well trained staff who knows the application, operation and sales features of each item. We have held both morning classes and night classes for our salesmen, placing factory literature in their hands for study, sending literature to their homes, and reviewing, discussing and demonstrating tools when we meet in classes.

"They must be prepared to show basic operation of a tool, after they have helped a customer select the power tool most suited to his needs. Women customers have a special interest in parts, as they look for wide application of a tool. After the customer learns the basic operation, he discovers for himself the infinite variety of applications."

Promotion is another phase of a power tool operation that brings results. When customers come in

to buy hand tools, the salesmen inquire as to whether they have ever tried doing the job with a power tool. They take time to show a customer what could be accomplished with a power tool. Promotion of this kind through personal contact proves very effective.

Meenehan's also has a one-hour workshop program on television in conjunction with one of the manufacturers demonstrating the application of a portable shop. Repair, construction, and woodworking are demonstrated. This has brought prospects into the store. Factory literature always is distributed to interested prospects.

Every two months a community newspaper runs an advertisement on Meenehan's power tools.

"At this time we always bring out our time payment plan on which a customer may pay for a power tool in 10 weeks or 10 months on items over \$50," Edwards explained, indicating that credit contributes to expanding sales. "On a \$50 item a deposit may be \$5 with the balance paid in \$5 weekly or monthly payments. On a higher priced tool we may require a one-third deposit with balance distributed over 10 months. Arrangement is generally left up to the customer."

Direct mail stuffers on power tools are mailed out with monthly statements several times a year. Special emphasis is placed on power tool direct mail promotion during the Christmas season. Mimeographed material prepared by the office as well as factory pieces are mailed out.

A good line of power tools attracts volume in other departments, according to Edwards. Not only are accessories bought for the power tool, but also cabinet hardware and sometimes small hand tools. Sandpaper discs, buffing compound, brass polish, high speed drills, counter sink are among the numerous items sold along with power tools.

"I believe a hardware dealer can find that a line of quality tools may make the difference between doing a topnotch volume and lagging sales," Edwards advised.

Up Front Displays

(Continued from page 43)

classification, there have been years when the other O'Brien store

did a gross of \$300 to \$400 in a season. That performance, however, cannot be expected regularly.

"If we don't carry fertilizer and seed," Mike explained, "then they go to the drug store or the grocery store which does stock fertilizer and seed. Worse yet, they not only buy fertilizer and seed from the drug or grocery store, they buy everything else they need."

One related category, however, is a fixture in both of the O'Brien stores. It is what the O'Briens call the "Insecticide Counter."

This counter sets back a few paces from the store front because it will be there the year round, being stocked with a wide selection of insecticides in both powder and liquid form and insecticide guns and sprayers. It is also well stocked with small-packaged plant foods, each package displaying in colors, the flower or plant the food is designed to invigorate.

"That counter is a wonderful traffic builder," said Mike, "because, as everyone knows, the woman now spends most of the family dollar and that counter displays what the woman flower-cultivist wants, in a manner that makes it easy for her to select. No confusing chemical names, no confusing terms, just a small package (with a good margin, too) telling her in pictures what the contents are for."

"Let's assume the lady wants to raise violets. She looks at the packages and readily finds one picturing, in true colors, a beautiful and healthy clump of violets. The package shows the contents are good for violets and that's all she needs to know. So she buys. Quick. She doesn't bother to read the label or the chemical analysis."

Mike picked up two packages of plant food. The package fronts were entirely different. One pictured a rose, another a gardenia. Each package was for a different purpose.

"Let's see," he suggested, "what the analysis is. I think it is the same for both packages, even though they are each for a different plant and so identified by illustration."

He rotated both packages so that both analyses showed side by side. And, sure enough, the analyses were identical. Even the wording was duplicated exactly. Mike grinned.

"You see, they don't care what's in it. On the front is a picture of a rose. That's what she wants.

Rose food. So she buys.

"As for insecticides, we wouldn't be without them. Every year we have some kind of an insect plague. Last year it was army worms and we sold chlorodane dust until it was running out our ears. This year it may be grasshoppers. Always something, so we sell insecticides. These manufacturers are smart, too. No complicated labels. Merely big pictures of the pest the contents are intended to destroy. Makes a quick selection easy and a quick sale.

"Well, I don't know, I'd have to go to the books to find out the volume on this insecticide counter and the margin. I wouldn't know, offhand, if it makes us money or not."

"I do know we wouldn't be without this insecticide counter. It brings people in and it brings them back."

"Best little traffic builder we have for the amount of space it occupies."

Selling Lawn and Garden Supplies

(Continued from page 46)

many other hardware items, you have got to stock these supplies in depth in order to make them pay off."

Phillips Hardware Co.

"Our total garden and lawn supply volume ran between \$3,500 and \$4,000 last year," said Reid Spann, assistant manager, Phillips Hardware. "Our biggest sellers last year were our power and hand lawn mowers followed closely by garden tools and hose-sprinkler combinations."

Spann estimated that his markup ranged between 33% and 35% and estimated further that his net profit on these items was 20%.

Garden tools and supplies are not arranged by department at Phillips Hardware due primarily to the large stock of basic hardware items carried. Like many dealers, in order to carry an adequate stock, little space is left for departmental displays.

"Our emphasis in season is placed on the lawn mower lines," Spann explained. "We display them in our window and promote them in our advertising. Last year, our power mower business ranked first in sales volume. Most of these mowers were sold on our



Series "68" "Diamond-Arrow" with 2½" and 3" soft rubber tread wheels for home, school, store and institutional use.

New packaging for best selling Bassick truck casters

Here's your ammunition to go after an even bigger piece of the expanding do-it-yourself market.

2½" and 3" Bassick truck casters, previously sold in bulk, now come conveniently packaged in sets of four units. They're perfect for dollies, portable tables, tools, utility carts and other favorite projects of the home craftsman. And now in the new heavy-duty clearly labeled boxes, they'll sell faster than ever. Especially when you keep them out on display along with other do-it-yourself items. THE BASSICK COMPANY, Bridgeport 2, Conn. In Canada: Belleville, Ont.

7.8



Series "61" (inexpensive but rugged) with 2½" and 3" "Biron" sintered iron wheels for rough service in shops or garages.

Series "70" (swivel) and Series "71" (rigid — packaged ½ set per box). Lighter duty casters for home utility carts, portable tables, stands. 3" Dia. soft rubber tread wheels.



ADVERTISED IN
The Saturday Evening
POST

Bassick
A DIVISION OF **SW**
UNION

MAKING MORE KINDS OF CASTERS... MAKING CASTERS DO MORE

Savage

Complete new line for 1957!



New handy handle helps sales!

New, streamlined, "snap-on" handle is sturdy and adjustable to user's height. Fingertip throttle control permits changing engine speed without stooping or stopping. Toe-tip control safety latch. Handle stands upright for compact storage.

**ADJUSTABLE
DEFLECTOR**
controls discharge

(Recessed control too)

SAVAGE
ROTOR CHIEF® Eighteen
Model 30-T 18" cut
Also available in 21" width
and 20" self-propelled

This deck is
STEEL
Won't crack
or shatter

Savage offers a complete new line of rotaries... for eye appeal with buy appeal. Low, sleek silhouettes, attractive two-tone baked enamel finish... all the other features your customers want! PLUS the selling program you want: early-order discount, demonstrator plan, co-op advertising and a powerful, consistent consumer advertising program. Famous for almost

a century for gunsmith craftsmanship, Savage offers the trade a full line of the finest, most dependable mowers that precision engineering and experience can produce. For volume sales, sell the line your customers know and trust — Savage!

Contact a Savage distributor or write: Savage Arms Corporation, Lawn Mower Division, Chicopee Falls, Mass., U. S. A.

New design... new features....

These features are your selling points:

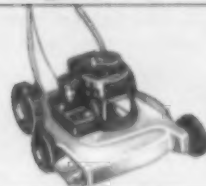
- Side chute prevents clumping or matting
- Adjustable deflector controls discharge
- New, streamlined, "snap-on" handle
- Fingertip controls
- Inset wheels for close side trimming
- Staggered wheels prevent scalping
- All-steel wheels with recessed hubs
- Unbreakable steel deck
- "Sta-Temp" hardened blade
- Quick, easy cutting-height adjustments
- Large, wide-tread tires
- Nationally-famous 4-cycle engines
- Leaf mulcher included, no extra cost

new sales appeal
for '57!

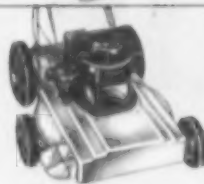
What do your customers need?
There's a Savage here for every re-
quirement...in every price range!



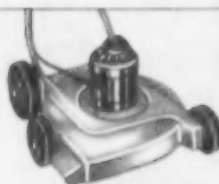
Model 31-T, 21" cut



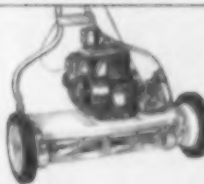
Model 30-T, 18" cut*



Model 32-T, 20" cut
Self-propelled



Model 30-E, 18" cut
Electric-powered,
1/2 hp, 3450 rpm

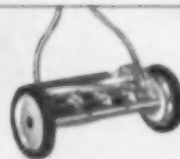


Model 90-R, 21" cut



Model 75-R, 18" cut*

* Also available with rope starter



Model 55, 16" & 18"
Model 45H, 18"
Model 35, 16"
Model 35H, 16"



Savage "Sweepalawn"®
24" & 30" width

Here's Why

THE TRADE PREFERS

CLARK

PACKAGING



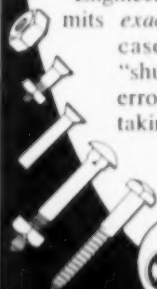
Extra heavy-duty cases protect Clark products in transit and throughout handling in your warehouse. Heavy-weight cartons are individually labelled — varying colors denoting different products — to permit instant on-the-shelf identification of item and container quantity. Standardization of carton sizes saves shelf space.



Clark utilizes 3 standard size shipping cases. Proportional size of these cases permits orderly stacking . . . saves space in your warehouse.

"Engineered" packaging permits exact fit of cartons in cases . . . eliminates "shucking" . . . avoids errors and saves time in taking inventory.

Request free catalog covering the complete Clark line of industrial fasteners.



CLARK

SINCE 1854

CLARK
BROS. BOLT CO.
MILDALE, CONN.

pre-season, layaway plan.

Phillips Hardware stocks an extensive line of lawn and garden tools. Included in this stock are hoes, rakes, shovels, spades, hedge shears, lopping shears, pruning shears, pruning saws, wheelbarrows, fertilizer spreaders, and garden carts. In addition, garden fence wire, lawn fence, steel fence posts, garden hose, lawn sprinklers, grass hooks, watering cans, small hand tools, gloves, and insecticides are stocked.

"We have noticed the increased sales of our lawn and garden merchandise and we are trying to entice local home-owners into our store with our newspaper and radio advertising," Spann said. "We sell largely to many through our credit plan.

"We experimented with 5000 spring catalogs last year emphasizing our lawn and garden supplies. We mailed these catalogs to city and rural box holders; however, the response to this type of advertising was disappointing. We do not run a regular schedule of advertising, because we prefer to group our advertising for seasonal promotions and run it when we think the time is ripe."

Phillips Hardware is managed by owner, Julien Phillips, Jr.

A. L. Screws Hardware

Seeds play an important, traffic-building role for A. L. Screws Hardware. Effectively arranged in one front window, they attract the attention of the garden enthusiast. "Ninety percent of my seed sales are to women," Screws said, "and they also buy a large proportion of my lawn supplies and garden equipment.

"I specialize in lighter hardware and garden supply items," Screws explained. "I have found that I can do a sizable volume in garden items without stocking the higher priced, heavier items.

"I expect to increase the scope of my lawn and garden supplies next year," Screws explained. "Around here the land is fertile, and every farmer has a garden. Homes are going up like mushrooms, a fact that points to a good market in the next few months. I think the hardware stores are generally thought of first when items are needed for the home or work shop. We carry a lot of garden tools as basic stock and most people know that."

Screws Hardware carries a wide variety of seeds, shovels, rakes,

hoes, post hole diggers, and a wide assortment of other smaller garden tools."

Screws does not advertise on a regular basis, but as a veteran hardware man, he does know when to run an ad. His sense of humor is expressed in his unusual and witty advertising that never fails to bring a speedy response from his customers. "Happy people buy a lot quicker," Screws explained, "and I try to give them a chuckle in my advertising."

In addition, Screws applies this humor at the point-of-sale. "I always try to say something that will get them laughing, then, I ask them how much they want."

Screws Hardware features seeds from the first of March until the last of May. Window display is the most important advertising, according to Screws. "Newspaper and radio advertising can be important, but they can also be overdone."

In addition to his regular stock, Screws plans to add a greater variety of insecticides, sprays, bulbs, and many more flower seeds to his present inventory. "These items work in well with my present stock. I don't plan to add heavier items."

Seeds are prominently displayed in the front of the store, just inside the door, during the spring. As the season wanes, these are moved to the rear.

"Garden tools account for my biggest volume," Screws concluded, "with hand mowers and seeds next in importance, in that order."



Dealer Selling 250 Power Mowers Annually

(Continued from page 48)

one-half apart. We've offered mower service ever since we have been in business—and that goes back to 1933.

"There is no doubt but that our service facilities are a powerful sales tool. Every power mower buyer knows he is going to have trouble sooner or later and also knows his mower is going to require sharpening occasionally. In our case, the customer knows he can expect expert service whenever a service problem comes up. Service has always been an integral part of the Whitten business.

"In our service shop on Park we have two full-time and one part-time servicemen who are really small engine mechanics. We have

SEND SALES SOARING IN '57 WITH

BIG BOY

*world's first and finest
barbecue equipment!*



New ideas for better barbecuing, exciting new built-in "Siant Grilling," new sales-packed features, new accessories!

Big Boy gives you more to show, more to talk about, more to sell, point by point, than any other barbecue on the market. Be first with the best...

and if it's Big Boy, it is the best!



17
BRILLIANT NEW
UNITS PRICED
FROM \$299.95
TO \$9.95

SEE OUR SENSATIONAL NEW
DISPLAY BOOTHS, 1038-1040-1042
NATIONAL HOUSEWARES SHOW
NAVY PIER, CHICAGO, ILLINOIS,
JANUARY 17-24, '57

also a
Quality Budget Line
to capture the lower
price market.

BIG BOY MANUFACTURING CO., INC.

BURBANK, CALIFORNIA



CF&I-WICKWIRE

gives you these

GOLD STRAND

INSECT WIRE SCREENING



America's largest selling screening will help you sell your customers. Selvages are reinforced and have a good body for tacking. The smooth, uniform mesh is carefully lacquered for corrosion resistance and attractive appearance. Gold Strand Screening is available in low-cost Galvanoid, in Aluminum and Bronze.



QUICK HITCH GATE SPRINGS

Ideal for heavy doors and gates, these rugged springs are made of fine quality oil-tempered wire. Supplied with either black-japanned or electro-galvanized finish.



PERFECTION DOOR SPRING

Outstanding for toughness, durability and resistance to rust. Available in black-japanned or electro-galvanized finish. Choice of looped or cone-hooked ends (complete with hooks or eyes).



WISSCO FLEXIBLE WIRE CLOTHES LINES

Lightweight and easy to handle, Wissco Clothes Line is heavily galvanized to give years of trouble-free service.



LOK-TWIST POULTRY NETTING

Woven by the reverse-twist method, Lok-Twist rolls flat, hangs well, stays taut and is easy to handle. Heavily galvanized to protect it against the corrosive acids often encountered in poultry raising.



CF&I HARDWARE CLOTH

Called the product with a thousand-and-one uses, CF&I Hardware Cloth can be severely formed, bent or twisted without breaking. Sold under the brand name of "Clinton" in the East; "Calwico" in the West.



MERCHANT OR STONE WIRE

Two general-purpose wires. Both are available in either galvanized (for prolonged outdoor use) or annealed (for easy bending and tying). Merchant Wire comes in 100-lb. bundles (gauges 6 through 18). Stone Wire is sold in 12-lb. coils (gauges 16 through 24).

INCREASE YOUR SALES WITH THESE FREE SELLING AIDS



Surface Tables and
Retail Sales Prices



Handy Hints
On Screens



Roll Clips



Gold Strand Screening
Sample Folder



Hardware Product
Folders

3 big advantages!



CF&I-CLINTON GENERAL PURPOSE WELDED WIRE FABRIC

This versatile product has many uses around farms and homes. Ideal for bins of all sorts and poultry house floors. Every joint is carefully welded for long, trouble-free life.



CF&I HEX MESH NETTING

There's a Hex Mesh Netting to fill just about every customer need. It is available in all standard meshes and wire sizes. Widths range from 12" through 72".



WISSCO TV GUY WIRE

An excellent general purpose strand that is ideal for guying poles, antennas, smokestacks, signs and similar items.

1.

IDEAL WAREHOUSE LOCATIONS

The nation-wide chain of CF&I warehouses assures you of a convenient, nearby source of steel products for farm, home and industry... enables you to hold inventories to a minimum and, at the same time, give good customer service.

2.

COMPLETE PRODUCT LINE

CF&I is one of the nation's most diversified steel producers. This means you can get all of your steel products from one convenient source... hold bookkeeping and paper-work to a minimum.

3.

HIGH QUALITY PRODUCTS

One of the largest selling points for any product is quality. And CF&I products have the quality that helps you sell... that assures customer satisfaction which in turn means repeat customers.

Next time you're in the market for steel products, make sure you take advantage of all three of these features. For full information, contact your nearest CF&I representative.

THE COLORADO FUEL AND IRON CORPORATION—Albuquerque • Amarillo • Billings
Boise • Butte • Casper • Denver • El Paso • Ft. Worth • Houston • Lincoln (Neb.)
Los Angeles • Oakland • Oklahoma City • Phoenix • Portland • Pueblo
Salt Lake City • San Francisco • Seattle • Spokane • Wichita
WICKWIRE SPENCER STEEL DIVISION—Atlanta • Boston • Buffalo • Chicago • Detroit
New Orleans • New York • Philadelphia

CF&I OFFICES IN CANADA: Montreal • Toronto

CF & I-WICKWIRE HARDWARE PRODUCTS

THE COLORADO FUEL AND IRON CORPORATION



one serviceman at the shop on Highland.

"We use factory sharpening equipment and service all types of mowers, including manual mowers. Sharpening and adjusting of old manual mowers runs into the hundreds each season. It's not unusual for our shops to service 100 or more a week at the start of the grass season.

"Incidentally, manual mower owners who come in for sharpening and other service are good prospects for power mowers. In addition to our salesmen on the floor, we have two outside salesmen who help on prospects."

Rentals

How about rentals?

Whitten Bros. Hardware rents some mowers but doesn't play up this feature of the mower business much. Rentals seem to have little effect on the Whitten sales of new mowers, Dewitt Whitten declares.

What about advertising and other promotions?

"We use the daily newspapers, a community shoppers news and some television spots," Whitten ex-

plains. "Also, this past season we distributed 14,000 circulars to our customers in cooperation with our distributor. This distribution took place at National Hardware Week and response was pretty good. However, we have always found our floor and sidewalk displays and sales talk on the floor to be our best advertising mediums.

"Incidentally, many negroes are among our power mower purchasers. Yard men, especially, are good prospects. We urge dealers to consider this possibility in planning their promotions.

"For dealers planning to enter the power mower field in earnest this season, I advise a substantial inventory of recognized brands. In our own case, we have always been known for having what the customer wants and this reputation has been a powerful sales factor.

"The life of a power mower is not nearly so long as that of a manual mower. We are now well into the power mower replacement market. Many of our customers are repeaters. The saturation point has not been reached—and will never be reached. There is a good market now and in the future for all hardware dealers."

Garden Center Leads in Profits

(Continued from page 50)

their products, demonstrate them, as in the case of power mowers or garden tractors and watch the operation of equipment by employees.

Demonstrations this season have included soil chemicals, grass seed, power mowers, fertilizer and garden tractors.

Broyhill Supply Co. has a shelf of gardening manuals, periodicals and bulletins which employees refer to during business hours when questions are raised they cannot answer. Subscriptions with the leading gardening publications make available to employees information on current trends in gardening. This keeps them alert to new developments, practical ideas and helpful hints. These may be taken home by employees for study.

A rental service includes power mowers, wheelbarrows, posthole diggers and a few other gardening items, but a rental service is not considered an essential to stimulating business in a garden shop, according to Crocker. Making available a spreader free of charge when a customer buys a \$3 minimum order of grass seed, fertilizer or other garden supplies is regarded as a must in garden shop operation. Competition requires it and customers expect it, Crocker explained.



"We stretch it a point and will often let a spreader go out free of charge on a less-than-\$3 purchase, and do likewise on free deliveries beyond a 15-mile radius," he said.

Crocker indicated there was nothing like a garden shop for stimulating sales in all kinds of outdoor supplies such as fireplaces, grills, furniture, swimming pools, children's and adults' play equipment, and even in housewares, tools and paint.

"One of the surprising and unexpected results of opening the garden shop has been the amount of telephone business that we now do. Soon after our store opened, we issued credit cards, after a careful checking, to residents nearby, soliciting their business. The telephone business that followed led to the installation of additional phones, which, in turn, resulted in still more 'phone orders," Crocker said. "Our telephone business in garden supplies has been correspondingly excellent."

increase sales with

Tandrotine

T&R
TURPENTINE & ROSIN FACTORS, INC.
SAVANNAH, GEORGIA

- Economical
- Proven in use
- High Flash Point
- Slow Drying
- Long Leveling
- Pleasant Odor
- Fast Turnover
- Greater Markup

Gal., Qts., Pts., 1/2 Pts.

Pre-Season Displays Get Edge on Competition

(Continued from page 52)

and writing his lawn mower customers about the new power edger he is pushing.

Lawn-conscious people are prospects for such patio items as metal outdoor barbecue grills, barbecue tools, charcoal lighters, and utensils for cooking. Graham usually has one barbecue grill on the outside to induce people to pause. Another one is inside in the sporting goods department or near the lawn mowers, ready for a quick demonstration.

Another line that moves along with lawn mowers is paint. Graham insists that the home-owner who keeps his lawn in good condition buys plenty of paint from the dealer who is alert to good service. The paint department is at the front, in full view of the street, with one window devoted to paint displays at all times and color chips arranged to attract attention.

"We like to sell power lawn mowers because they're a sure lead to people who take special pride in their homes," Graham said. "We've tried to build a reputation for having a large assortment of lawn mowers on which we offer a free home trial. That attracts customers to us — the sort of customers we like to sell."

Lawn and garden fertilizer, grass seeds, and in the spring, live plants are other lawn-and-garden supplementary supplies that Graham promotes attractively.

Stanley Converts Entire Line to Unit Pricing

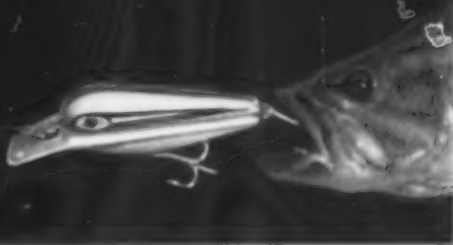
WITH THE publication of a new price book, Stanley Hardware, division of The Stanley Works, New Britain, Conn., has made a 100 percent conversion of its pricing to the unit system on all lines of standard hardware items.

Formerly, many Stanley hardware items were priced by the gross or dozen; prices are shown now by pieces and pairs.

Package labels are being converted as rapidly as possible. The company is proceeding to convert all packaging of hardware to the decimal system and, eventually, all standard lines will be packed to correspond to the new pricing system.

Stanley also has made a change in its hardware class numbers.

hiSport
most exciting
new lure
in the
world today!



Alive in **looks**
Alive in **action**
Alive in **promotion**

Hi-Sport is loaded with oscillating diving action magnificently alive. In fact, its new original design is the look of action . . . sells fishermen on sight.

Large ads in Field & Stream, Outdoor Life and Sports Afield will presell hi-Sport. This powerful support will bring customers your way asking for hi-Sport. So now's the time to get your stock of 1/4 oz. spinning and 1/2 oz. casting models.

Tops for trolling. Will not twist line. Floats. Depth of dive governed by rate of retrieve. 6 standard colors. Packed 6 to display carton. Price: \$1.35 retail. Contact your jobber or write, call, wire today.

STALEY MARINE, INC.

6801 South Calhoun

Fort Wayne 8, Indiana



Dealers who sell Eclipse expect (and get) top profit!

HERE ARE 10 GOOD REASONS WHY
MORE DEALERS JOIN HANDS
WITH ECLIPSE EVERY YEAR!

Eclipse is the standard of comparison in the industry... the recognized quality line. It's a well known name your customers know and respect.

There's a hand or power model to suit every customer who walks through your doors.

You *know* you're protected—your customers' satisfaction is guaranteed—because Eclipse backs the products it makes.

The discount terms are tops in the industry—you make full margin on every sale.

Promotional material is realistically designed to help you sell ALL your lawn and garden merchandise.

Wherever you're located there's a nearby service station properly equipped to furnish parts and make repairs.

No matter how old an Eclipse may be, repair parts are *always* available.

Convenient warehouses are maintained in strategic locations to offer fast service during the peak season.

And perhaps the most important of all reasons for selling Eclipse: the factory does not knowingly sell to discount operators.

Every attempt is made to maintain your full profit.



WRITE FOR FACTS
ABOUT THE NEW

Eclipse
PROMOTION
MOWERS

...and the new profit-
protected retail credit
plan.

THE ECLIPSE LAWN MOWER CO.

DIVISION OF BUFFALO ECLIPSE CORPORATION

1721 E. RAILROAD ST.

PROPHETSTOWN, ILLINOIS

OXCO'S BRUSH MERCHANDISERS bring your Cleaning Supplies into Attractive, Profitable Selling Centers

designed to



specifications



No. 25

ASSORTMENT

One dozen each of 25 different Oxco brush styles, with No. 15 display fixture, 25 hangers and top sign. Many new numbers—many with Oxco's stylish new Styrene handle in high fashion pink, blue or yellow. Wide range of styles, from kitchen to bath brushes. Wide range of prices, from 29c to \$1.59. All brushes labeled and pre-priced. Total retail value of Assortment, including the display—approximately \$210.00.

No. 15 Display Fixture—Strong $\frac{1}{4}$ " peg-board panel; solid $\frac{3}{8}$ " lacquered hardwood molding; sturdy $17\frac{1}{2}$ " deep hardwood "A" frame 59 $\frac{3}{4}$ " wide x 26" high. 25 hanging hooks and colorful top sign included.

No. 12 ASSORTMENT

One dozen each of 12 different Oxco brush styles, with No. 9 display fixture, 12 hangers and top sign. Many numbers with Oxco's new Styrene handle in pink, blue or yellow. All fast-selling, ranging from 29c to \$1.59. All brushes labeled and pre-priced. Total retail value of Assortment, including display—approximately \$80.00.

No. 9 Display Fixture—Similar in construction to No. 15 fixture (above). Measures approx. 30" wide x 26" high. 12 hanging hooks and colorful top sign included.

Designed to match modern store equipment, either Assortment is ideal as the selling center for a complete Cleaning Supplies Department. Back of fixture suitable for displaying other products. Other brushes can be binned in front or back. Display is adaptable for island, gondola, wall or column use. Both Assortments designed to NRHA specifications. Send for illustrated folder—"How to Merchandise Cleaning Supplies for greater Profit." Write Sales Dept., Ox Fibre Brush Company, Inc., Frederick, Maryland.



NOTE: Fixtures available separately, or with your choice of brushes. Contact your Jobber for details.

See Reverse Side for Description of Brushes



OXCO BRUSHES

Brushes in No. 25 and No. 12 Assortments

ALL BRUSHES PACKED 1 DOZEN TO CARTON

Brushes in No. 12 Assortment marked with **12**

**PASTRY
Topper****



Filling: white DuPont Tynex nylon; Handle: Asst. red and yellow; Overall: 5 1/4" x 3/4 lb. per doz.

**VEGETABLE
No. 160-H**



Filling: white tampico fibre; Handle: Asst. pink and yellow; Overall: 8 1/4" x 1 1/4 lbs. per doz.

**WAFFLE
IRON**

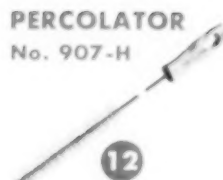


Filling: steel wire bristles; Handle: Asst. pink and yellow; Overall: 7 1/2" x 1/2 lb. per doz.



**SUEDE
Flick**

Filling: fine brass wire bristles; Block: Asst. coral and yellow; Overall: 2" x 1/2 lb. per doz.



**PERCOLATOR
No. 907-H**

Filling: white bristles; Handle: Asst. pink and yellow; Overall: 12 1/2" x 3/4 lb. per doz.



**BOTTLE
No. 210-H**

Filling: asst. pink and blue nylon; Handle: Asst. pink and blue; Overall: 12 1/4" x 1 lb. per doz.



**DISH MOP
No. 25-H**

Filling: white cotton yarn; Handle: Asst. pink and yellow; Overall: 13 1/4" x 1 1/2 lbs. per doz.



**PASTRY
No. 175-H**

Filling: sterilized white horsehair; Handle: Asst. pink and yellow; Overall: 8 1/4" x 3/4 lb. per doz.



**PERCOLATOR
No. 659-H**

Filling: white DuPont Tynex nylon; Handle: Asst. pink and yellow; Overall: 12 1/2" x 3/4 lb. per doz.



**VEGETABLE
No. 165-H**

Filling: asst. pink and yellow; Handle: Asst. pink and yellow; Overall: 8 1/4" x 1 1/2 lb. per doz.



**KITCHEN
Kleen-it**

Filling: white tampico-brass wire; Handle: lacquered wood-red tip; Overall: 6 1/2" x 2 lbs. per doz.



**BOTTLE
No. 652-H**

Filling: white DuPont Tynex nylon; Handle: Asst. pink and blue; Overall: 13 1/4" x 1 lb. per doz.



**BOWL
No. 320-H**

Filling: white tampico fibre; Handle: Asst. pink and yellow; Overall: 17 1/4" x 4 lbs. per doz.



**DISH MOP
No. 828-H**

Filling: DuPont sponge yarn; Handle: Asst. pink and yellow; Overall: 13" x 1 1/2 lbs. per doz.



**SCOURING
No. 1221-H**

Filling: brass wire bristles; Handle: Asst. pink and yellow; Overall: 7 1/4" x 1 1/4 lbs. per doz.



**SINK
No. 863-H**

Filling: white tampico fibre; Handle: Asst. pink and yellow; Overall: 8 1/2" x 2 lbs. per doz.



**PASTRY
No. 635-H**

Filling: white DuPont Tynex nylon; Handle: Asst. pink and yellow; Overall: 8 1/4" x 3/4 lb. per doz.



**WHISK
No. 634-H**



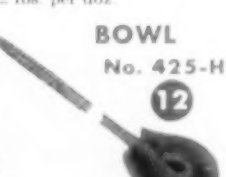
**VEGETABLE
No. 634-H**

Filling: white DuPont Tynex nylon; Handle: Asst. pink and yellow; Overall: 8 1/4" x 1 lb. per doz.



**DUSTER
No. 9463**

Filling: asst. red, green, blue; Handle: lacquered wood block; Overall: 12" x 5 lbs. per doz.



**BOWL
No. 425-H**

Filling: asst. pink and yellow; Handle: Asst. pink and yellow; Overall: 17 1/4" x 3 1/2 lbs. per doz.



**RADIATOR
No. 303-H**

Filling: sterilized black horsehair; Handle: Asst. pink and yellow; Overall: 21" x 3 lbs. per doz.

Red Breast



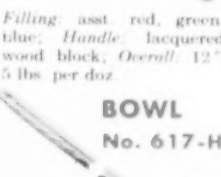
**VENETIAN
BLIND**

Filling: sterilized grey horsehair; Handle: Asst. pink and yellow; Overall: 16 1/4" x 3 1/2 lbs. per doz.



**BATH
No. 9604-9605**

Filling: asst. pink and blue Saran; Wood block; Removable wood handle; Overall: 17" x 8 1/2 lbs. per doz.



**BOWL
No. 617-H**

Filling: white DuPont Tynex nylon; Handle: Asst. pink and yellow; Overall: 17" x 3 lbs. per doz.

*Carded **Individual printed wrapper
†Printed metallic paper shield



OXCO BRUSHES

OX FIBRE BRUSH COMPANY, INC.
FREDERICK Established 1884 MARYLAND

NOTE: All brushes also available as Open Stock

Printed in USA

DEALER SALES AIDS

*For more information on these sales aids
use the free post card at bottom of page*

Lawn Mower Rack

A wrought iron display stand which holds any two of eight 1957 power mower models off the floor, yet needs only two square feet of floor space, is announced by Lawn-Boy, Lamar, Mo.



The colorful display stand holds one mower slanted downward and one upward so salesmen can sell Lawn-Boys, feature by feature, to prospects without stooping or squatting. The Lawn-Boy logo lithographed

in bright colors stands almost six feet high over the merchandiser.

In addition to displaying any two of eight 1957 models, the stand gives prominent display to Lawn-Boy's accessory line—the leaf mulcher, wind-rower, and electric starter. Another side rack holds current literature for prospective buyers. For more information—

Circle No. H1 on coupon, pg. 80

Aluminum Screening Rack

A double-sided tubular aluminum display rack for "Opal" insect wire screening is offered by the New York Wire Cloth Co., York, Pa. It has five shelves and will hold 10 rolls in widths from 26 to 36 inches. Reserve storage is provided for additional rolls.

Two open shelves, one on each side at convenient height, are fitted with rollers to allow easy pullout of the screening. Desired lengths can be measured on the rack since footages are marked along one edge of every roll of the "Opal" aluminum, bronze or galvanized steel screening.



Rack is fabricated of 3/4-inch aluminum tubing, is strongly braced, and built to take rough usage, the manufacturer states. A three-color sign is placed at the top; floor space occupied is 25 by 39 1/2 inches; height to top of the sign is 59 inches. For more information—

Circle No. H2 on coupon, pg. 80

Handy Return Card

- Request More Information on
Sales Aids
New Products
Catalogs & Bulletins

NO POSTAGE NECESSARY

Please be sure to fill in your Firm's Name and your position on the coupon. This service cannot be extended to you unless this information is furnished.

Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 682, SEC. 349, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE
806 Peachtree St., N. E.
Atlanta 8, Ga.

Chain Saw Panel

A 28" x 44" display panel for Chain Saws is made available on a no charge basis by Lancaster Pump and Manufacturing Co., Inc., Lancaster, Pa. The panel is in black, white, and red, and may be used for either counter or floor displays.



Catalog sheets, envelope stuffers, and newspaper mats also are offered free. For more information—

Circle No. H3 on coupon, below

Shear Display Cabinet

The Acme Shear Co., Bridgeport, Conn., has redesigned its #1907 Shear Cabinet so that it takes up less counter area; the blonde wood case now measures only 16½ x 13½ x 9 inches. The front is glass covered.

The cabinet is given free to dealers who buy the #1907 Deal: four pairs each of 12 assorted Deluxe Kleencut scissors and shears including sewing and embroidery scissors, household, barber, and pinkie shears. Retail value of the merchandise ranges from \$1.49 to \$2.50 with a total value of \$99.24. Dealer cost is \$59.54, for a full 40 percent profit.

The cabinet is shipped with one each of the 12 items already mounted



in the case on a blue display card and three extra pairs of each item are contained in a pivot-back storage compartment making 48 shears in the deal.

A catalog will be sent on request. For more information—

Circle No. H4 on coupon, below

Casting Reels Special

Display Pack No. 27, containing six bait casting reels, is made available to dealers at 10 percent discount by



the Bronson Reel Co., Bronson, Mich. The shipping carton is designed to convert into a colorful counter display and is covered by dust-proof acetate.

Reels included in the display pack are the Bronson Lashless, No. 1700; Bronson Mercury, No. 2550; Bronson Green Hornet, No. 2200; Bronson Fleetwing, No. 2475; Bronson Comet, No. 2400; and Bronson Altoona, No. 4200.

Retail price of these six reels is \$37. The extra 10 percent discount brings the dealer price to \$19.98, with the display given free, according to the company. For more information—

Circle No. H5 on coupon, below

Screw Anchors Display

U. S. Expansion Bolt Co., York, Pa., has introduced a counter display, featuring its new Plastic Screw Anchors. Anchors fit screw sizes four through nine.



Displays are available containing Skin-Pak carded anchors with 12 anchors on each card. Bulk anchors are also available, six anchors on a strip. Carded display contains 50 cards of 12 anchors each; suggested selling price is 25 cents per card. The bulk display contains 240 strips of six anchors per strip, and suggested selling price is 10 cents per strip. For more information—

Circle No. H6 on coupon, below

Hooks Assortment

The Pic-Pak self-service display unit offered by Hindley Manufacturing Co., Valley Falls, R. I., is a colorful masonite display which can be used as an upright easel, sloped counter display, and wall hanger. The Pic-Pak Assortment No. 36 contains screw eyes, cup hooks, screw hooks, curtain rod hooks, gate hooks, shoulder hooks, and clothesline hooks.

The display is 16 by 20 inches in size and holds 216 Pic-Pak units—six

Please send me these catalogs and bulletins:

B1 B4 B7 B10 B13 B16 B19 B22 B25
B2 B5 B8 B11 B14 B17 B20 B23 B26
B3 B6 B9 B12 B15 B18 B21 B24

Please send me more information on these sales aids:

H1 H6 H11 H16 H21 H26 H31 H36 H41 H46 H51 H56
H2 H7 H12 H17 H22 H27 H32 H37 H42 H47 H52 H57
H3 H8 H13 H18 H23 H28 H33 H38 H43 H48 H53
H4 H9 H14 H19 H24 H29 H34 H39 H44 H49 H54
H5 H10 H15 H20 H25 H30 H35 H40 H45 H50 H55

Please send me more information on these new products:

352 354 356 358 360 362 364 366 368 370
353 355 357 359 361 363 365 367 369 371

Send more information on advertisements (give advertiser's name):

My Name Position

Company Name

Street

City Zone State

new! *Rapidayton* vertical champion

single and two-stage jet pumps
easy to sell • easy to install

Single and two-stage deluxe quality vertical jet pumps have been added to the fast-selling Rapidayton Champion line. Here's why Rapidayton Vertical Champions will mean quick, profitable sales to you: (1) They have many exclusive, deluxe "sellable" features. (2) They are exceptionally easy to install and prime. They are tailor-made for over-the-well installations, since the exclusive recessed base fits directly over the well casing or bolts directly on the Rapidayton single-pipe adapter. This is the pump for your quality, high-profit market. The big Rapidayton features sell your customer. And Rapidayton dependability satisfies and holds your customer.

important features for retailers

Heavy-duty capacitor motors • Quality brass construction
Efficient Quad-Volute stage design • Low inventory and easy service because standard parts are interchangeable with other Rapidayton Champion pumps

OTHER FAST-SELLING CHAMPIONS

Freshwater CHAMPION—0 to 70 ft.
Only packaged system with stainless steel tank. Terrific competitive item.



Shallow Well CHAMPION—0 to 25 ft.
Premium quality at low price. Hits heart of big volume market. Completely packaged.



Convertible CHAMPION—0 to 80 ft.
Converts for shallow or deep wells without additional pump parts. No. 1 all-purpose pump.



Vertical CHAMPIONS — 0 to 150 feet

½ h.p. single stage model. Fast-selling, big volume item. For depths 20 to 80 feet. Capacities range up to 810 g.p.h.

½ to 1½ h.p. two-stage models. Two impellers give full capacity at 40 lbs. For depths 20 to 150 feet. Capacities range up to 1220 g.p.h.

Write For New 1957 Catalog.



Rapidayton

division

The Tait Manufacturing Company, Dayton 1, Ohio
Established 1908 as The Dayton Pump and Manufacturing Co.





each of 36 items. It is marked for easy loading and all units are 15 cents. For more information—

Circle No. H7 on coupon, pg. 80

PRINTED HELPS

and other sales aids for 1957

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, offers a free display stand for fishing rods with the purchase of any 20 rods totaling \$125 at dealer's cost. The company's line embraces 163 fresh

water and salt water numbers with color and trim combinations. Spiral windings and a white lacquer butt sheath distinguish every rod. For more information—

Circle No. H8 on coupon, pg. 80

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. H9 on coupon, pg. 80

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. H10 on coupon, pg. 80

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets for the do-it-your-

self trade, has available for dealers envelope stuffers on Saw Horse Brackets and various construction sets, which may be obtained in moderate quantities without charge upon request. Counter models for three styles of Saw Horse Brackets and one style of Folding Leg Brackets are available without charge under certain conditions through wholesalers. For more information—

Circle No. H11 on coupon, pg. 80

The Patterson-Sargent Co., 1325 E. 28th St., Cleveland 14, Ohio, publishes a complete catalog of suggested dealer sales aids. These include radio commercials, window and outdoor signs, transfers for windows, fixture plans, suggestions for direct mail, give-aways, and window displays, and suggested copy for newspaper ads. For more information—

Circle No. H12 on coupon, pg. 80

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. D-13 contains free metal wall display and 13 bit assortment of Irwin 62T Bits, one of each size 4/16" through 16/16". No. 8830 contains free metal counter or wall display and assortment of 30 Irwin Speedbor "88" Wood Bits for electric drills. No. 430 contains free

For the Biggest, Toughest Jobs!

DIAMOND **DIAMALLOY WRENCHES**

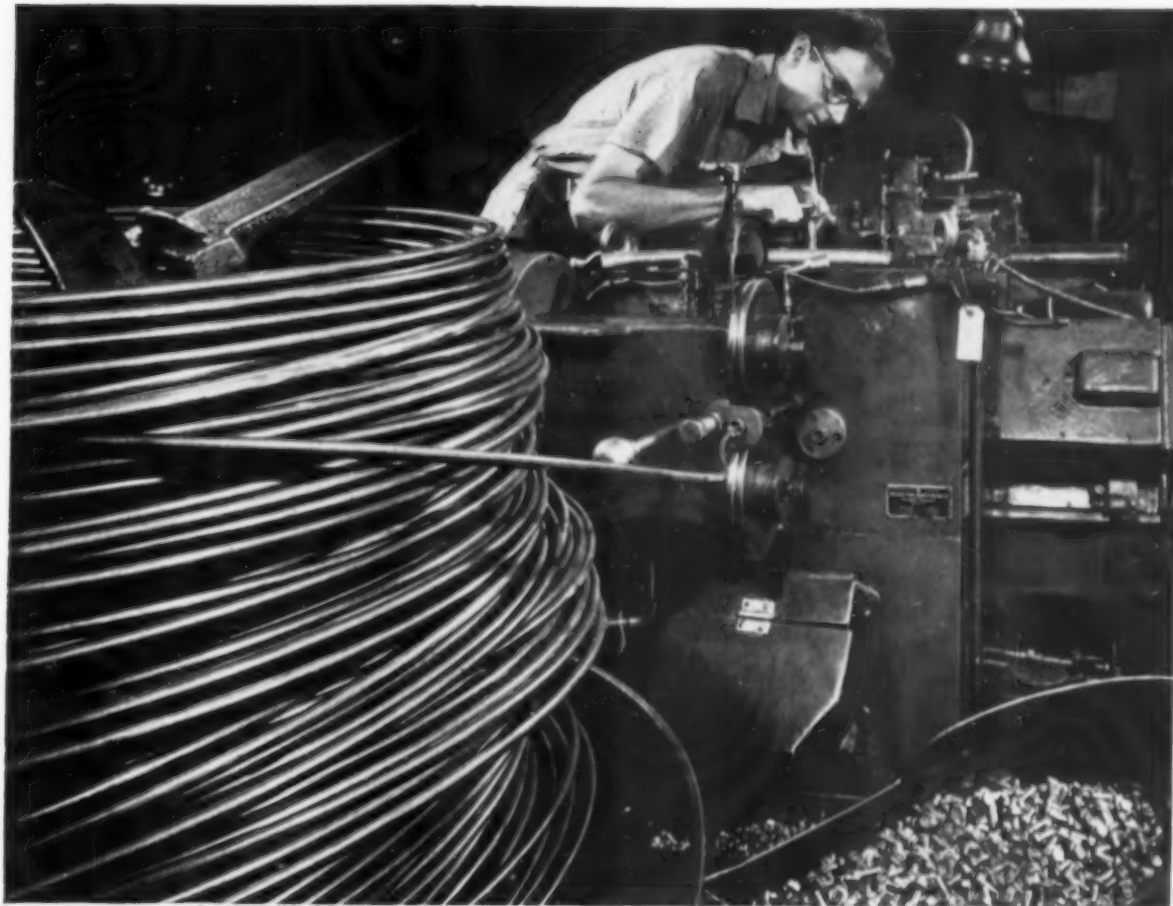
Made in sizes 24-inch down to 4-inch. Chrome plated all over to prevent rust. Larger sizes have tapered handles to lessen weight and give easier grip. Individually boxed. Ask your Wholesaler or write for a catalog mentioning his name.

Are MADE for tough jobs. They give good service long after others are worn out. You can recommend them with confidence.

DIAMOND CALK *Horseshoe Co.*

DULUTH, MINNESOTA ESTABLISHED 1908 TORONTO, ONTARIO

Watch this space for new fast selling Diamalloy Tools



Cold-heading machine, precisely set up, forms perfectly headed fasteners from coil of wire.

How you get top quality bolts...

IT TAKES *three* things. Proper quality material to start with . . . superbly equipped plant . . . and long-time experienced men to make the machines produce strong, well formed fasteners, by the millions . . . each one same as the next.

That describes what's back of every RB&W fastener. And that's why all your customers for RB&W machine bolts, carriage bolts, stove bolts, and lag bolts stay *satisfied* customers.

WHAT THE RB&W DISTRIBUTOR OFFERS YOU

1. The most complete line in the field
2. Top quality throughout the line
3. Complete reliability of supply and product
4. Fast, accurate and friendly service
5. The original upside-down package — extra strong for no-spill, quick, easy handling

Next time you order, make sure to make it the *RB&W* line. Russell, Burdsall & Ward Bolt and Nut Company, Port Chester, N. Y.

DISTRIBUTORS FROM COAST TO COAST



RB&W
111th year

Plants at: Port Chester, N. Y.; Coreopolis, Pa.;
Rock Falls, Ill.; Los Angeles, California

metal wall display and assortment of 30 amber plastic handle screw drivers in most popular sizes. All displays are colorful and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Circle No. H13 on coupon, pg. 80

Reo Division, Motor Wheel Corp., Lansing 3, Mich., supplies its dealers with 4-color envelope stuffers, wall posters and ad mats at factory cost. Indoor sales and service signs, designed to stamp the store's name and its Reo dealership upon the mind of the public may be obtained for \$9.90 each. For more information—

Circle No. H14 on coupon, pg. 80

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., offers its dealers seven newspaper ad mats of Langley spinning reels and Fisherman's Delights. Mat proofs are reproduced in a 4-page folder and are available at no charge in 1- and 2-column widths, ranging from five to 10 inches deep. For more information—

Circle No. H15 on coupon, pg. 80

The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on dis-

play boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Circle No. H16 on coupon, pg. 80

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. H17 on coupon, pg. 80

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks

sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute, twine, mason's line and Christmas twine. For more information—

Circle No. H18 on coupon, pg. 80

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays on various products. For more information—

Circle No. H19 on coupon, pg. 80

The Moto-Mower Co. of Richmond, Ind., offers to its dealers a sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising

ONE GREAT SOURCE GREAT NAME for PLASTIC and RUBBER GARDEN HOSE and flexible sprinklers



• top quality!

• new colors!

• new packaging!

**AMERICAN BILTRITE
RUBBER COMPANY**
CHELSEA 50, MASSACHUSETTS



Star Seller Gas Space Heaters



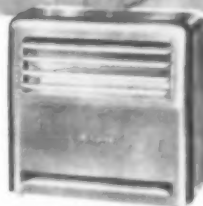
**ROYAL CONSTELLATION
SERIES VENTED GAS
CIRCULATOR HEATERS**
12 Models



**FURNACE-TYPE
BLOWER**—Snaps in
firmly on left hand side,
discharges warm air at
floor level. Adjustable
louvers direct warm air
flow to right or left.

LOOK AT THESE ROYAL ALL-STAR FEATURES

- ★ NEW! Die-formed combustion chamber eliminates noise
- ★ Famous Royal cast-iron Lifetime burners
- ★ Designer-styled *futurama* look
- ★ Coppertex baked-on enamel finish
- ★ Complete, priced-right line
- ★ ALL MODELS A. G. A. APPROVED



**ROYAL GAS
CIRCULATOR
HEATERS**
Unvented
7 Models



**RADIANT
HEATERS**
7 Models



**GAS
LOGS**
4 Models

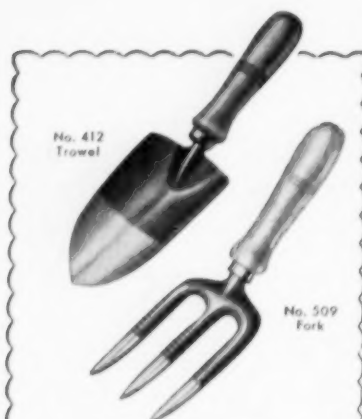


**ROYAL COOL
CABINET GAS
CIRCULATOR
HEATERS**
Unvented
2 Models

FOR FREE CATALOG,
Mail us this ad and your letterhead



CHATTANOOGA ROYAL COMPANY
CHATTANOOGA 6, TENNESSEE
Since 1891



TRUMP Deluxe

There's a tool for every type of gardening job in this new TRUMP Deluxe line. Trump Deluxe tools are made of high-grade, 16-gauge, cold-rolled steel. They are superior in quality and balance; the materials and workmanship make them equal to tools costing far more.

Complete line includes 2 trowels, 2 transplanters, 2 forks, 2 cultivators, weed cutter and row cultivator; also long handle hoes, rakes and edger.

Win More Sales
with

TRUMP GARDEN TOOLS

TRUMP No. 800 Series

Ideal partner for the Trump Deluxe line. These sturdy, low-priced garden tools help you sell the individual who's looking for price, yet wants dependable merchandise, too. Made of 18-gauge steel with turned, hard wood handle plug. Baked green enamel finish.



Order Trump
Garden Tools now
from your wholesaler!

ANIMAL TRAP COMPANY OF AMERICA
Libitz, Pa. • Pascagoula, Miss. • Niagara Falls, Can.

Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstrations, and setting up window displays. It also describes the newspaper mats, TV film and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information—

Circle No. H20 on coupon, pg. 80

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-55 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

Circle No. H21 on coupon, pg. 80

Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn., continues its 14-day trial offer on 18", 19", and 20" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Demonstrators and Scotsman models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Circle No. H22 on coupon, pg. 80

Buch Manufacturing Co., Elizabethtown, Pa., has available for dealers a display kit free of charge. The kit contains a counter card, 9" x 18" printed in two colors; three gummed

window and door stickers, featuring home barrows, spreaders and lawn carts; and a giant streamer, 12" x 28" printed in two colors. All merchandising material is printed in Bermuda Green and black which matches the color of the Buch line of lawn care equipment. For more information—

Circle No. H23 on coupon, pg. 80

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0 \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz. — list price is \$16.00. For more information—

Circle No. H24 on coupon, pg. 80

Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis., offers a number of dealer helps to cover its Mow-Master power mowers. Display material includes a jumbo size product identification tag to hang on the mower handle. A window display banner, 2 color, 17" x 30", features Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary mowers and also Grind-A-Leaf pulverator attachment for Mow-Master rotary mowers, are available in one-, two-, and three-column sizes. For more information—

Circle No. H25 on coupon, pg. 80

Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Handscissors, Press Screws, etc.). Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc., are available. For more information—

Circle No. H26 on coupon, pg. 80

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering, clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Circle No. H27 on coupon, pg. 80

Moe Light Division of Thomas Industries, Inc., Louisville, Ky., has available for dealers a number of ceiling, wall and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals all fixtures are in-

**THIS LITTLE BEAUTY
WILL SELL...**



NEW Coleman **LP GAS PICNIC STOVE**

You can't miss with a handy little beauty like this! There's nothing on the market like it—for looks, for convenience, for easy, instant operation and performance. Just display it—let it catch the customer's eye with its refreshing green enamel finish... its bright chrome grill... polished aluminum heat-reflector bowl... and its ready-to-go twin fuel cartridges (one's a spare!). Light it, show it and customers will buy it for picnics and outings... for motel and cabin use on motor trips... for patio parties and dozens of other uses. Lights at a touch of a match, burns economically, refuels in 5 seconds.

Lights instantly... burns cleanly... heat regulates from high to simmer. "Floating" reflector bowl puts heat into cooking, keeps stove cool. Sturdy, one-piece frame. Grill snaps off for washing. Enamel finish can be wiped off. Weighs only 4½ lbs. with 2 cans fuel. 12" wide, 7" deep, 5" high. Retail List \$9.95

A STORE TRAFFIC BUILDER... COLEMAN LP Gas Fuel—a steady repeat seller for Coleman Picnic Stoves and Coleman LP Gas Lanterns. A better fuel. New throw-away cartridge. Sell singly or in one-half dozen carton. 2 hours real heat, (4 hours of light) in every cartridge. 59¢ retail list.



Now You Can Sell More Fun to Everyone with Coleman's New Playtime Line!



NEW COLEMAN PAK-TABLE

Colorful, scuff-proof vinyl top bonded-to-steel; New "Snap-Out" Legs. The handsomest, handiest outdoor table made. Does double duty! (1) a roomy carrying case that converts in seconds to (2) a sturdy, 28" square table. Top is scratch-and-scuff proof. Wipes clean, stays beautiful. Alcohol, fruit acids won't stain it. Hot dishes, cigarettes, won't scorch it. Also available with metal top of green hammerloid finish. As carrying case holds four stools, lots of utensils and supplies. (Picnic Stove can be packed in it.) Table and 4 stools from \$23.95 retail list.

These Coleman Products belong on all Picnics • Beach Parties • Clam Bakes • Cook Outs • Patio Parties • Vacation Trips • Auto Trips • Outings of Every Kind.

**NEW COLEMAN
SNOW-LITE Cooler**—Snow-white, Sanitary Royalite interior. Pounds lighter in weight. Holds cold 25% longer. Has scuff-proof beauty, vinyl top, chrome fittings.



**NEW Coleman LP
Gas Lantern**—Lights instantly, gives bright white light. Stands firm, hangs anywhere.



ORDER FROM YOUR WHOLESALE TODAY! Coleman Products are always in big demand.
The Coleman Company, Inc., Wichita 1, Kansas

EXCE

the biggest package of power mower promotion

Special DEMONSTRATOR MODEL DEAL!



You make tremendous
EXTRA DOLLAR PROFIT

get a Demonstrator Model 178-R at a special money saving deal with every six mowers you buy!

ASK YOUR JOBBER SALESMAN
for details on this
PROFIT MAKING DEMONSTRATOR PACKAGE!

FREE!

Included right with your Demonstrator model

beautiful hard selling

POINT-OF-SALE KIT DEMONSTRATION PACKAGE!

On-The-Handle Automatic SALES DEMONSTRATOR CARD
On-The-Mower Mystic Tape FEATURE MARKERS

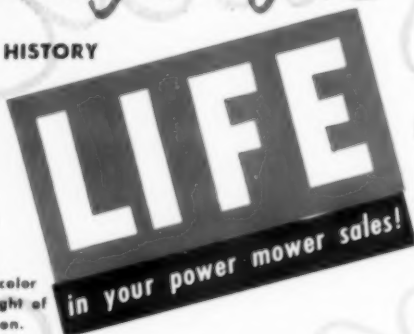
Full Line Folders • Window Streamers • Window Banners
See-thru Banners • Life Ad Wall Poster • Feature String Tags • Hanging Display—Mobile
• Radio Spots • TV Spots • Newspaper Ad Mats



the Biggest National Advertising Program

IN EXCELLO HISTORY

to put more.



A two page full color spread at the height of your selling season.

PLUS more ads in—
SATURDAY EVENING POST
SUNSET • BETTER HOMES AND GARDENS
FARM JOURNAL • PROGRESSIVE FARMER

America's Finest Line of REELS

- Fingertip clutch and vari-speed throttle
- "Floating handle" minimizes vibration
- Positive action trouble-free clutch
- Grey iron wheels, bronze bearings
- Long-life rugged steel side plates
- All with Briggs & Stratton 4-cycle engines

MODEL 718-R
18" width; 1.75 H.P.

MODEL 721-R
21" width; 1.75 H.P.

MODEL 724-R
24" width; 2.25 H.P.



Your BIG power mower

LLO

POWER MOWERS

for that "Country Club Lawn Look!"

to hit the market for '57!

EXCELLO'S '57 retailer profit program brings you the latest facts on power mower market sales potential... on what today's power mower consumer is looking for. Excello is the line for both "first" power mower and "replacement" customers. The line that means no return or service problems, stays sold because of its finer construction, trouble-free performance—The line that raises your power mower profit margins!

Quality for Quality, Feature for Feature the most *underpriced* mower on the market!

"JET-SPRAY CHUTE" TAKES LABOR OUT OF LAWN CARE • STURDY NON-RUST CAST ALUMINUM HOUSING • VACUUM ACTION "SAPPHIRE" STEEL BLADE ADJUSTABLE HANDLE RAISES FOR STORAGE • SIMPLE SINGLE BOLT HEIGHT ADJUSTMENT • FINGERTIP CLUTCH AND VARI-SPEED CONTROL • TRIMS WITHIN 1/2 INCH AT FRONT AND SIDE • QUICK ACTION AUTOMATIC REWIND STARTER DUAL FRONT WHEEL DIAMOND CHAIN DRIVE • NATION WIDE SERVICE

Compare and you'll see why

***Excello* is your best buy**

- ★ Engineered Features that save time, work.
- ★ Built-in Quality for extra years of service.
- ★ Extra Power for easy mowing on tough jobs.

...and **ROTARIES**

MODEL FC-57
18" width; 1.75 H.P.
MODEL 175-R
18" width; 1.75 H.P.
MODEL 271-R
21" width; 2.25 H.P.
MODEL 700-R
21" width; 2.75 H.P.
Self Propelled



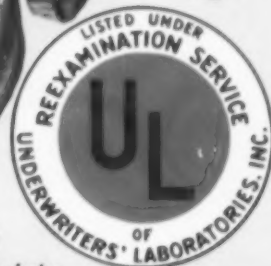
FACTORY GUARANTEED

NEW 24" ROTARY RIDING MODEL

MODEL 711—3 1/2 H.P. 4-cycle Clinton Engine. Fingertip throttle. Forward, reverse and neutral clutch. Automatic clutch pedal release stop. Runs with blade disengaged. Draw bar for towing. Outdates every other rider!

Write today for more information and name of your nearest jobber.

HEINEKE & COMPANY • Since 1902 • Springfield, Ill.



Another
Sales Exclusive

the **FIRST** gasoline engine
rotary power mower in America

listed by UNDERWRITERS' LABORATORIES, INC.

opportunity for '57!



dividually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky., on all fixtures and display units. Additional aids include free advertising mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information—
Circle No. H28 on coupon, pg. 80

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Ill., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—
Circle No. H29 on coupon, pg. 80

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. The leaflets can be supplied imprinted with the dealer's name, address and telephone number for use as envelope stuffers. For more information—
Circle No. H30 on coupon, pg. 80

Southern Screw Co., Statesville, N. C., offers without charge to dealers a Dealer Chart, giving complete information on wood screws and stove bolts. The chart is of heavy cardboard, punched for hanging and covers information on wood screws as follows: list price per gross for slotted steel and brass; net price per gross figured on the basis of various discounts; how to determine size, length and head style; pilot and shank clearance hole recommendations chart; and shipping weights. Stove bolt information included is as follows: list price per gross; net price per gross figured on the basis of various discounts; and shipping weights. For more information—
Circle No. H31 on coupon, pg. 80

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—
Circle No. H32 on coupon, pg. 80

Revere Copper and Brass, Inc., Box 111, Rome, N. Y., has a wide assortment of dealer sales aids available

for use in promoting Revere Ware utensils. These include a large Revere Ware trade mark plaque, envelope stuffers, advertising mat service and cooperative newspaper advertising program. They also have a new electric flasher display unit available at a modest cost. For more information—
Circle No. H33 on coupon, pg. 80

Libbey - Owens - Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio, has available for dealers a catalog showing a complete range of sales aids. These include envelope stuffers and self-mailers, ad mats and radio commercials, product literature, window streamers and counter cards. For more information—
Circle No. H34 on coupon, pg. 80

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—
Circle No. H35 on coupon, pg. 80

Lebanon Chemical Corp., Lebanon, Pa., offers a number of free merchandising aids for its line of fertilizers,

**More profit on
 HOUSEWARES**
 with these
 high-quality
 fast-selling
BRUSHES



Put this good-looking display of *quality* household brushes in a good traffic spot and watch your brush sales climb. Profits, too — not just 33⅓%, but a full 37½% — for you.



colorful merchandise...
 appealingly displayed

Kellogg  **Brushes**

famous name... famous brand

KELLOGG BRUSH MFG. CO.
 Westfield, Mass.

At the Show
 Booths
 364-366

A NEW DEPARTMENT
...and more sales!
 QUICKLY • SIMPLY • MINIMUM SPACE

• You can gain an entire new department with just *one* order. The Garcia Corporation produces a *complete* line of profitable, dependable, quality fishing tackle—tackle with a proven sales record...tackle that can work for you!

Garcia, through your jobber, can help you set up a profit-making fishing tackle department quickly and with a minimum of effort by you. What's more, you're always backed-up by Garcia's famous unconditional guarantee, liberal fast service policy, continuous high-impact advertising campaigns and effective merchandising aids.

Don't overlook this wonderful opportunity to increase your sales and draw new customers into your store. Write today for complete details—you'll see why it pays to set up a money-making Garcia tackle department.

the  corporation
 288 FOURTH AVENUE
 NEW YORK 10, NEW YORK

REELS • RODS • LINES • LURES • ACCESSORIES • BALANCED KITS

weed killers, insecticides and fungicides. A metal store sign "Authorized Dealer" is 15" x 12", silk screened in black and Day-Glo red or white baked enamel finish. Leaflets and stuffers are in two and three colors and offer wide variety. A 1-minute or 20-second radio announcement on any product plus newspaper mats and window streamers are also offered. A Dealer Aid Folder, 17" x 22", folding to approximately 8½" x 5½", two colors, two sides, describes all merchandising aids for the dealer's convenience and is available without cost. Lebanon also will pay 50 percent of newspaper and radio advertising expenses upon presentation of invoice and proof of insertion and use. For more information—

Circle No. H36 on coupon, pg. 80

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stocks. An information chart is also available.

The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Circle No. H37 on coupon, pg. 80

Geyer Manufacturing Co., Rock Falls, Ill., offers its dealers a selection of ad mats covering the most popular items in the Geyer Farm and Garden Tool line. An illustrated brochure for easy ordering is available on request. For more information—

Circle No. H38 on coupon, pg. 80

Lombard, 6 Main St., Ashland, Mass., is providing dealers with special promotional material featuring an "archeress" and the slogan "Lombard Hits the Bullseye." The complete Lombard line of chain saws is displayed in specially printed broad-sides. Bright banners have been designed to set off displays in either the dealer's window or at a booth at a state, county or local fair. A Dealer Newsmat series and envelope stuffers for dealer use are also available. For more information—

Circle No. H39 on coupon, pg. 80

Melnor Industries, Inc., 300 DeWitt Ave., Brooklyn, N. Y., offers a co-operative advertising plan to eligible dealers whereby Melnor pays 50 percent of the actual space cost of the dealer. The cost, however, cannot exceed \$20 for each advertisement placed. The space cost is paid directly to the dealer. The limit is six adver-

tisements per dealer in any one calendar year. The company also will provide mats for the ads. For more information—

Circle No. H40 on coupon, pg. 80

National Lock Co., Rockford, Ill., will supply single- and double-column newspaper mats without charge to customers featuring National Locksets, Cabinet Hardware, Furniture Trimmings, and Tutch Latch. Envelope enclosures describing the same products are also available. For Locksets, a counter sign is offered without charge. The Select-a-pak merchandising plan introduced as a sales aid features screws, stove bolts, and hardware products which have clear acetate sliding covers. Counters and display boards which enable retailers to display a complete line of hardware in a small compact space for the Wood Screw and the Stove Bolt assortments are given free. For more information—

Circle No. H41 on coupon, pg. 80

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon re-

quest. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. For more information—

Circle No. H42 on coupon, pg. 80

Montague-Ocean City Manufacturing Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. H43 on coupon, pg. 80

Bolens Products Division, Port Washington, Wisconsin, currently offers for dealer promotional use material for a colorful window display, a mobile display showing company's complete line of outdoor power equipment, a three-color identification banner with hangers illustrating the four lines of power equipment and explanatory literature on all products. For more information—

Circle No. H44 on coupon, pg. 80

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish, through wholesalers, metal merchandisers and cardboard counter dis-

Your Jobber has
FULLER money-making
specials like this

ALL
THE
TIME

A complete Self-Service
"Screwdriver Dep't." on a
hang-up rack!

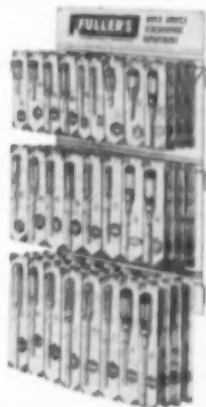
100 Screwdrivers
Individually Carded and Priced.

Fuller's famous No. 100-55 Assortment . . . 25 of the most popular kinds including Phillips-type.

All with cadmium blades, amber plastic handles, blisterproof domes. Retail from 15c to 85c each.

Heavy Metal Hang-Up Rack (a \$10.00 value) is free. You pay only for stock.

and ask about other
Fuller Specials, too!
ORDER TODAY . . .



FULLER TOOL COMPANY, INC.

3522 Webster Avenue, New York 67

World's largest producers of unbreakable amber handle tools

What's boosting
BOKER-is boosting
you!

the right

- QUALITY • MARK UP
- RETAIL PRICES
- NATIONAL ADVERTISING

BOKER tools are as finely made as the famous BOKER TREE BRAND Cutlery . . . from special analysis, chrome vanadium steel—every tool load-tested, diamond-tested for hardness, and accurately machined. Your customers will go for them!



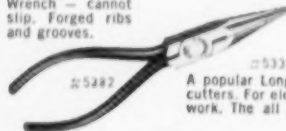
#275C - 7" - 10 1/4" - 12 1/4" sizes

Heavy duty Combination Pattern Snips will cut curves as well as straight lines. Other patterns and sizes also available.



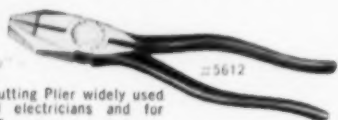
#6507 - 10" size

Patented Groove-Grip, 5 position adjustable Plier-Wrench — cannot slip. Forged ribs and grooves.



#5282 - 6" and 7" sizes

A popular Long-Nose Plier with keen side cutters. For electrical, radio and telephone work. The all around home tool.



#5612 - 6" - 7 1/2" - 8 1/2" sizes

Heavy duty side cutting Plier widely used by linesmen and electricians and for maintenance repair.



#5179 - 4 1/2" - 5" - 6" - 7 1/2" sizes

Diagonal cutting Plier used by telephone, radio and electrical workers, "Do-it-Yourselfers" and for general maintenance repair.



#6W - 4" - 6" - 8" - 10" - 12" sizes

Chrome plated finish, special alloy steel thin Wrench. Exceptionally strong.



#B2 - 10" size

Compound action Aviation Type metal Snips. B1 cuts left, B2 cuts right, B3 universal straight cut.



The Saturday Evening
A POST
Recognized Value

H. BOKER & CO., INC.
Established 1837

101 Duane St. New York 7, N.Y.

Plants at: Maplewood, N. J., Bridgeport, Conn., Ft. Smith, Arkansas

Ezy-Fix HANDLES
The **EZY** way
to self-service selling.



All you do is ring up the sale!

WHEN YOU HAVE TO SPEND A LOT OF TIME

looking up the proper handle, explaining how to remove the broken one, digging out wedges to sell or give away . . . well, that makes it pretty hard to show much of a profit on handles.

THAT'S WHY YOU'LL LIKE FLEISCHMANN EZY-FIX HICKORY HANDLES.

They come packaged in a sturdy, attractive, and colorful counter display box. Each one is a re-handling kit . . . complete with sized and slotted eye, wedges, and instructions. The customer serves himself. All you do is ring up the sale. It's just that EZY.

Your time is money. EZY-FIX saves both. Write today for the full story and name of your nearest jobber.

FLEISCHMANN HANDLE CO.
WAYNESBORO, TENNESSEE

THE HOTTEST FISHING ITEM YOU'LL EVER HANDLE!



It's the reel
that's revolutionizing fishing...

GIVES ABSOLUTE, PRECISE DRAG CONTROL
BY A TURN OF THE HANDLE!

OCEAN CITY

"STARLESS" DRAG REEL

• You'll never see another "natural" for PROFITS like this one! It's the greatest fishing invention of all time—the completely new way to fish that fishing editors are raving about! The word is out and demand will be terrific!

One demonstration, and the "Starless" Drag reel is sold! No gadgets to foul up, no need—when increasing or decreasing drag—to ever take your hand from the

handle! With the "Starless", you're always in control!

Eliminates broken lines due to faulty "star" settings! The "Starless" can be pre-set below maximum tension rating!

And hear this! The "Starless" costs no more than conventional, star drag reels and is available on all free spool, star drag, salt water models up to 4/0 size.

MONTAGUE-OCEAN CITY ROD & REEL CO.

PHILADELPHIA 34, PA.

they're OCEAN CITY reels

WORLD LEADERS IN RODS & REELS



Keep a
demonstrator
reel ready!
You'll need
it!

WRITE
DEPT. T-54
FOR FREE
BROCHURE

plays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100-foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—

Circle No. H45 on coupon, pg. 80

McKinney Manufacturing Co., Pittsburgh 33, Pa., manufacturers of forged iron hardware, makes available to dealers special window displays promoting the company's line of products. Also offered are a number of colorful and informative envelope stuffers of interest to home-owners and prospective builders, and a booklet designed to help in the selection of hardware for the home. Dealers may obtain also a wide range of advertising mats. Currently available is an assortment of carded hardware complete with display rack. For more information—

Circle No. H46 on coupon, pg. 80

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-

of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising and assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. H47 on coupon, pg. 80

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is ¾" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be sold right from the boards. No charge

is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in 5 different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit has been designed to contain 9 of the Heavy Duty Slip Joint pliers — four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all 9 pliers are packaged in a blue and white on silver foil carton. For more information—

Circle No. H48 on coupon, pg. 80

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven 5, Conn., makes available to dealers a two-color window streamer promoting its line of guns, advertising mats, envelope stuffers, a sales manual, a colorful counter card, gun rack, and Guide Book to Rifle Marksmanship. In addition, the company offers dealers free electrotypes as well as radio and TV commercials. For more information—

Circle No. H49 on coupon, pg. 80

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, offers free to dealers its fourth annual Tool-Up Time Sales Kit. The kit features a large window display, adjustable in

JOBBER-DEALERS WANTED

MOST COMPLETE LINE AVAILABLE EAST OF ROCKIES

PATENTED
FEATURES

SPRINKLERS



Square Pattern.
Popular, Low-Cost,
Volume Seller.



Square Pattern.
Covers Large
Area Evenly.
Adjustable.



Below Ground
Pop-up Square
Pattern and Flush
Lo-Spray Heads.

SQUARE PATTERN AND CONVENTIONAL COVERAGE

Sales-tested on West Coast. Now made under famous WAYNE brand. Top quality with patented square pattern and other exclusives. Lawn, garden and field models.

Surface, flush, pop-up and custom-piping types. One source, one brand for better service, more sales, bigger profits. Write today for details direct from large midwest manufacturer.

SOME TERRITORIES STILL
OPEN FOR
MANUFACTURERS SALES
REPRESENTATIVES



Wide Throw.
Adjustable
Speed And
Coverage.



Heavy-Duty
Field Model.
Large Volume.
Big Coverage.



Conventional
Three-Arm.
Fine Balance.
Covers Evenly.

WAYNE HOME EQUIPMENT CO., INC.

Dept. G, 800 Glasgow Ave.,

Fort Wayne, Ind.

The Sportman's Choice
is always
Delighter

... Quality Products for Active Sales!

"Best ... yet competitive
with the rest!"

**DELIGHTER #34
SPORT SEAT**

- Sales record breaker year after year!
- Fine for boating, fishing, spectator sports.
- Three hook-on styles • Study 1" aluminum frame, bakon filled seat
- Water repellent No. 12 duck in red, green or blue.

**ALUMINUM Folding Chairs
Swivel & Sport Seats
Specialties**

**DELIGHTER #31
SPORT SEAT**

- Popular, low-cost simplified design • Aluminum ½" lifetime construction frame
- Only in V-style all-purpose hook-on.

Write for complete catalog sheets:
UNIVERSAL CONVERTING CORP.
411 Sawyer Street, New Bedford, Mass.

**If YOU want
Sales Action ...
choose DELIGHTER!**

size, and designed for use by itself or with other display pieces in the kit. Picket fence cut out sections support both long and short-handled tools. Newspaper mats are among other items included in the kit. For more information—

Circle No. H50 on coupon, pg. 80

American Bilrite Rubber Co., 22 Willow St., Chelsea 50, Mass., provides dealers with a group of advertising mats for Bilrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially eased to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

Circle No. H51 on coupon, pg. 80

Scott-Atwater Manufacturing Co., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1957. This material includes free mats and ad builders; giant window streamers which feature the new deluxe 40 HP Royal Scott motor; handout stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; satin banners; dealer stationery; picture murals; miniature Scott-Atwater plastic motors; Scott-Atwater mobiles; giant corrugated banners; a new full color billboard; a one minute radio recording and a one minute TV film spot announcement. A giant color announcement display, a 5½' illuminated display with animated letters featuring a three dimensional 40 HP motor, is one of the many signs and displays available. For more information—

Circle No. H52 on coupon, pg. 80

The Edwin H. Fitler Co., Philadelphia 24, Pa., offers several sales aids for dealers' use in merchandising Fitler products. (1) Octagonal Display and Dispenser Boxes 3/16" dia. up to and including ¾" dia. sizes, Manila and Sisal Rope. (2) Wire Rope Display Racks requiring 20" x 30" floor space to display and dispense four sizes of rope — only a small charge made for this display rack when ordered with 300 lbs. or more of rope. (3) Counter Display Boxes containing 100 ft. connected coils Fitler Manila and Fitler Sisal Rope in ¼", 5/16", ¾" and 1½" dia. sizes. (4) Rope Merchandiser that handles seven sizes of rope — displays, measures and cuts rope to desired lengths. Small charge made for this merchandiser, shipped freight prepaid. (5) Display Box containing 50 ft. connected coils of either ¼", 5/16", ¾" dia. sizes and 25 ft. connected coils 1½" dia. size Fitler "Stabilized" Filament Nylon Yacht Rope. (6) Display Boxes con-

taining Fitler high tenacity yellow polyethylene or Fitler Manila Water Ski Tow Ropes — six boxes to a master shipping carton. To all dealers handling Fitler Brand Manila Rope, Fitler will furnish, on request a blue and yellow metal sign for counter or wall use. For more information—

Circle No. H53 on coupon, pg. 80

Wen Products, Inc., Chicago 31, Ill., makes available to dealers colorful 30" x 10" window streamers or wall signs—two featuring Wen Model #250 and 199 "Quick-Hot" Electronic Soldering Guns; others Model #202, #303 or #404 Electric Sander-Polishers. Two color folders 3¾" x 6½" which illustrate and describe the above mentioned products along with the Model 505 Power Saw and the new Model 707 ¾" Electric Drill. They have a complete assortment of glossy photos, electros, mats and ad layouts. The latest feature is a display stand in five colors that mounts one each 250 Gun, 505 Saw, 707 Drill, and 202 Sander. For more information—

Circle No. H54 on coupon, pg. 80

Jackson Manufacturing Co., Harrisburg, Pa., has available a 3-fold circular describing and illustrating its complete line of lawn and garden equipment, and also a page covering its line of lawn spreaders and

garden carts. Both are in color and may be used as counter circulars or mailing stuffers. For more information—

Circle No. H55 on coupon, pg. 80

Zebco Co., 1131 East Easton St., Tulsa 1, Okla., offers to dealers a folder containing Goodstix window display, a counter display card, window streamers, and envelope stuffers announcing Zebco's new Feather-touch Control now available on Models 33 and 44. For more information—

Circle No. H56 on coupon, pg. 80

Camillus Cutlery Co., Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Camco pocket knife lines: In the Camillus line are two display cases, the #5600 for the display of 12 and the #56-24 for the display of 24 pocket knives. Glass front panel with lined oak frame protects and displays knives in open position. Panels on both displays fit into locked wood storage cabinet base or can be used for wall or window display. Both #5600 and #56-24 are available without extra charge through Camillus wholesalers. Also available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets, and special promotion tips. For more information—

Circle No. H57 on coupon, pg. 80

get your share of this

PROFITABLE MARKET

Believe it or not, more than 6 million horses and mules need shoeing each year—and today their owners are looking to YOU to supply them. Horseshoes are a high-profit item...come packaged 10 pair to the box—easy to store, shelve, and sell. *Stir yourself!* Write now to Dept. H-2 for name of distributor, free catalog and pricing information.

YOUR CUSTOMER LOOKS FOR THIS TRADE MARK →

It signifies the
**WORLD'S LARGEST
MANUFACTURER OF
HORSE AND MULE SHOES.**

Phoenix  **MANUFACTURING CO.**
Joliet, Illinois

new!
Speedy Sprayer
mobile
PAINT SPRAYERS



NO. 909—MOBILE KIT. New! Makes any 890 Speedy Sprayer a mobile outfit! Handle, 6" diam. semi-pneumatic rubber tire wheels, plus mounting bolts, retails..... **\$7.50**

"wheel
it to the
job"



NO. 890—1/4 H.P. SPRAYER. Favorite of do-it-yourself men and shop owners. Delivers 2 cu. ft. of clean, oil-free air per minute, 30-40 lbs. pressure. Never needs oiling. Complete with spray gun. Without motor and mobile kit, retails.... **\$39.95**

ADVERTISED
IN
POST

NO. 544 MOBILE SPRAY OUTFIT
 New! Powerful Master Twin Speedy Sprayer on wheels. No job too big! 4 cu. ft. of clean, oil-free air at 40 lbs. pressure, 1/2 h.p. motor, or engine. With wheels, gun, less motor, retail..... **\$84.50**



THE PAINT SPRAYER PROVED BEST BY 34-YEAR TEST!
 ORDER FROM YOUR WHOLESALE
 WRITE FOR CATALOG OF COMPLETE SPEEDY SPRAYER AND
W. R. BROWN CORP.
 2091 N. NORMAN AVE., CHICAGO 28, ILL.
 Specialists in Sprayers since 1921



make
SOUTH BEND CROQUET

**THE BEST
 SELLER!**



SMART, HARDWOOD
 Mallet DESIGNS



GROOVED
 AND
 KNURLED
 BALLS



**AUTOMATIC
 ARCHES**
 (Pat. Pend.)

Choose from fourteen attractive, self-displaying models.
 Retail prices run from \$5.00 to \$32.50. Model 7856/57 illustrated.

Contact your jobber or sales representative!

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., New York, New York

Midwest—South Bend Toy Mfg. Co., South Bend, Indiana

South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tennessee

Denver & Pacific N. W.—Leo Scherrer, 2840 W. 93rd Street, Seattle 7, Washington

Calif. & S. W.—Anderson Sales Company, 2330 W. 3rd St., Los Angeles 57, California

Canada—Standard Cycle Products, Toronto

Export—R. J. Kaufman, Inc., 1170 Broadway, N.Y. Cable Address—RUKAUF, New York



SOUTH BEND TOY

SOUTH BEND • INDIANA

Sherman THE ONLY COMPLETE LINE OF LAWN HOSE GOODS










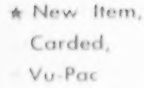
SHOP EARLY! Avoid possible delay
in shipment later



USE THIS HANDY ORDER BLANK **NOW**

WHILE TAKING INVENTORY

	CAT. NO.	DESCRIPTION	STOCK ON HAND	LIST PRICE EACH	QUANTITY TO ORDER	TOTAL LIST PRICE
GARDEN HOSE NOZZLES						
	155	"Gold Label"		\$1.80	doz.	
	* 159	"Lever-Lock" Spray		1.50	doz.	
	161	"Diamond," Heavy Brass		1.35	doz.	
	168	"Silver King" Chrome Plated		1.45	doz.	
	* 165	"Jet"		1.10	doz.	
	33	"Brass King"60	doz.	
	145	"Green Gold"87	doz.	
	147	"Rainbo" Assortment87	keg	
RE-USABLE COUPLINGS AND MENDERS FOR PLASTIC HOSE						
	† 226	Re-Usable Coupling, 7/16" size75	doz.	
	† 226	Re-Usable Coupling, 1/2" size75	doz.	
	† 227	Re-Usable Coupling, 3/8" size75	doz.	
	266	Rod Re-Usable Coupling, 1/2" size90	doz.	
	* 266	Rod Re-Usable Coupling, 3/8" size		1.25	doz.	
	* 266	Rod Re-Usable Coupling, 1/4" size		1.75	doz.	
	† 234	Re-Usable Mender, 7/16" size58	doz.	
	† 234	Re-Usable Mender, 1/2" size58	doz.	
CLINCHER GOODS						
	85 CL	"Long-Grip" Rolled Thread Clincher, 7/16"43	doz.	
	85 CL	"Long-Grip" Rolled Thread Clincher, 1/2"43	doz.	
	85 CL	"Long-Grip" Rolled Thread Clincher, 3/8"43	doz.	
	85 CLF	"Long-Grip" Clincher, Female End only, 7/16"28	doz.	
	85 CLF	"Long-Grip" Clincher, Female End only, 1/2"28	doz.	
	85 CLF	"Long-Grip" Clincher, Female End only, 3/8"28	doz.	
	12 CL	"Long-Grip" Clincher Mender, 7/16"19	doz.	
	12 CL	"Long-Grip" Clincher Mender, 1/2"19	doz.	
	12 CL	"Long-Grip" Clincher Mender, 3/8"19	doz.	
	No. 57J SELF SERVE — SALES MAKER			51.60	ea.	
	"7-PAC" WAVE SPRINKLER DISPLAY					
	4-Model J, 2-Model M, 1-Model 2S			71.65	ea.	
WAVE SPRINKLERS						
	Model J	Wave Sprinkler		8.95	ea.	
	Model M	Wave Sprinkler		10.95	ea.	
	Model 2S	Wave Sprinkler		13.95	ea.	
TRAVELING SPRINKLER						
	* 1000	"Traveler"		44.95	ea.	
	* 950	Shut-Off Valve		3.50	ea.	

CAT. NO.	DESCRIPTION	STOCK ON HAND	LIST PRICE EACH	QUANTITY TO ORDER	TOTAL LIST PRICE
IMPULSE TYPE SPRINKLERS AND SPRINKLER HEADS ONLY					
 900	"Silver Jet"		\$9.50	ea.	
256 C	"Silver Jet" Head Only Chrome Finish		6.00	ea.	
ROTATING SPRINKLERS					
 400	"Monarch"		7.50	ea.	
133	"Gold Label"		5.50	ea.	
500	"Glider"		3.95	ea.	
5011	"Greenlawn"		2.95	ea.	
RING SPRINKLERS, etc.					
 156	"Tulip" Sprinkler		1.95	ea.	
5040	"Deluxe" Fountain — all brass ring		2.40	ea.	
5041	"Fountain" brass top, galv. base ring		2.00	ea.	
5043	"Half Fountain" — brass		1.95	ea.	
HAND, SPIKE SPRINKLERS					
 302	"Handy" Spray80	doz.	
150	Cast Brass Spike Sprinkler40	doz.	
250 B	Wrought Brass Spike Sprinkler35	doz.	
HOSE ACCESSORIES					
 74	Quik-Tite Coupler		1.50	doz.	
90	Faucet Connection — Hose to Plain Faucet80	doz.	
66	"Flo-Filter" Strainer Washer (3 per Card)40	doz.	
199	Screen-Flo Hose Line Filter98	doz.	
139	Self-Closing Garden Hose Shut-Off		3.00	ea.	
78 A	Red Rubber Hose Washers — per doz. clips05	doz.	
53	Hose Siamese 3/4" Female x 3/4" Male80	doz.	
84	Gooseneck, Swivel, cast brass		1.00	doz.	
NIPPLES, BUSHINGS, etc.					
 19	Double Male Hose Nipples 1/2" IPT (T) x 3/4" HT40	doz.	
	3/4" IPT (T) x 3/4" HT40	doz.	
 5	Double Female Nipples 1/2" IPT (T) x 3/4" HT52	doz.	
	3/4" IPT (T) x 3/4" HT52	doz.	
 18	Male Female Hose Nipples M 3/4" HT x F 1/2" IPT (T)48	doz.	
	M 3/4" HT x 3/4" IPT (T)48	doz.	
BRASS, STEEL HOSE CLAMPS					
 14	Brass Lawn and Air — 1/2" and smaller10	doz.	
14	Brass Lawn and Air — 3/8" size14	doz.	
14	Brass Lawn and Air — 3/4" size14	doz.	
HOSE COUPLINGS, etc.					
 222	End Cap Bulk14	ea.	

★ New Item,
Carded,
Vu-Pac

DEALER'S NAME _____ ADDRESS _____

CITY _____ ZONE _____ STATE _____

ORDER NO. _____ AUTHORIZED SIGNATURE _____

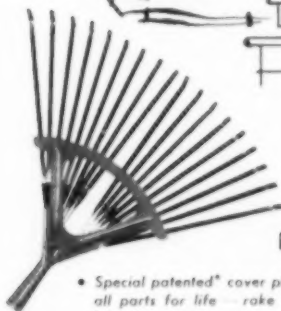
PREFERRED JOBBER _____ CITY _____ ZONE _____ STATE _____

H. B. SHERMAN MANUFACTURING CO., Battle Creek, Mich.

UTOHO IN U.S.A.

Quality Line Profit... Low End Turnover...with

RUGGED ROBERT BRAND®

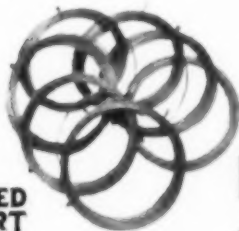


**RUGGED
ROBERT
BRAND**

Broom Rake

- Special patented* cover plate and socket lock all parts for life—rake can't come apart or lose shape.
- Unconditionally guaranteed for 2 years—date of manufacture on every rake.
- Workmanship upholds high standard of Rugged Robert name—brings repeat orders everywhere.

*No. 2,632,992



**RUGGED
ROBERT
BRAND**

Antenna Guy Wire

- Non-kink and non-snarl pliable wire
- In 1,000 ft. lengths of 30 ft. hanks



**RUGGED
ROBERT
BRAND**

Clothesline

- Solid or twisted
- Soft, heavily galvanized wire



**RUGGED
ROBERT
BRAND**

Swing and Well Chain

- No. 2 0—250 ft. to a box or 150 ft. spools
- No. 3—200 ft. to a box or on metal spools

The Line That Sells on Sight

WIRE PRODUCTS COMPANY

2701 NORTH 24th STREET, BIRMINGHAM, ALABAMA

Member: American Hardware Manufacturers Association

**RUGGED
ROBERT
BRAND®**

NEW PRODUCTS

*For more information on these new products
use the return free post card on page 80*

Electric Starter System

An electric push-button-operated starter system for lawnmower and garden tractor engines is announced by Fairbanks, Morse & Co., Magneto Division, Beloit, Wis. To start the engine of the mower or tractor, the operator depresses the start push button. The unit is being made available on a number of leading gasoline engines, and it also can be provided in a replacement kit for existing mowers now being powered by rewind starters.



The unit has a direct drive using the new "Spiroid" gear. Since electric battery starting can be used on the Fairbanks-Morse unit, the mower or garden tractor can be restarted at any location and need not be brought back to a 110-volt alternating current source, the manufacturer states. To bring back the 12-volt battery to a fully charged condition, the charger is plugged into a conventional 110-volt a-c outlet. Where preferred, however, an a-c plug-in starting system can be provided. For more information—

Circle No. 352 on coupon, pg. 80

Outboard Motor

The Neptune Mighty Mite Outboard Motor, manufactured by the Muncie Gear Works, Inc., 700 Wysor St., Muncie, Ind., is priced at \$89.50, weighs 17 pounds, and delivers a full 1.7 h.p.



Mechanical features include aluminum semi-weedless propeller, underwater exhaust, moisture-proof magneto, and centrifugal pump cooling system. Carburetor is Tillotson automotive type, non-flooding. Examples of quality workmanship are special self-lubricating Amplex Oilite bearings; aluminum alloy 2-ring pistons; and bored and honed aluminum alloy cylinders. For more information—

Circle No. 353 on coupon, pg. 80

Lever-Lock Spray Nozzle

A spray hose nozzle, the No. 159 Lever-Lock Spray, is introduced by the H. B. Sherman Manufacturing Co., Battle Creek, Mich., as a one-motion mechanism which controls all adjustments from straight stream to shut-off. A red button lock allows finger-tip control.

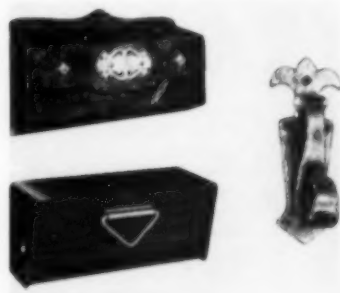


The Lever-Lock Spray is packed one dozen to a standard package; each package contains two colorful display cartons of six nozzles each. For more information—

Circle No. 354 on coupon, pg. 80

Mailbox Special

To expand dealer profits from the merchandising of residential mailboxes during Hardware Week, McKinney Manufacturing Co., 1715 Liverpool St., Pittsburgh 33, Pa., is



offering retailers a special promotional "package." Two all-metal mailboxes are priced to the dealer at \$7.75 each, plus a forged iron door knocker included without cost. One mailbox is the ranch type box, introduced a year ago, and the other is the new Contemporary.

The three items are packaged individually in all-season gift boxes. The retailer sells each mailbox for \$12.95, plus selling the door knocker for \$4.50, and realizes a gross profit of \$14.90 on the deal, according to the manufacturer.

A variety of promotional materials is available. This includes radio spot announcements, newspaper mats and electros, and envelope stuffers. Additional point of purchase material will be available in the Hardware Week display kit that is to be distributed to dealers. For more information—

Circle No. 355 on coupon, pg. 80

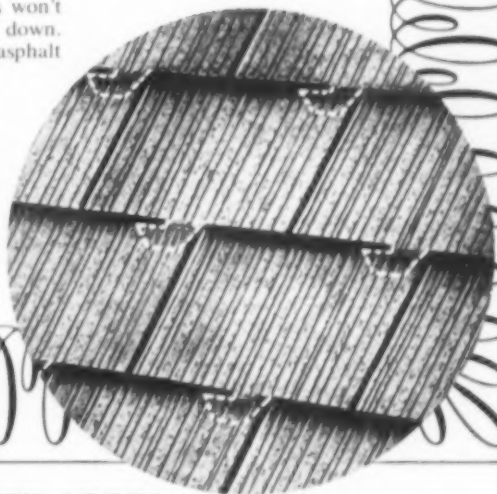
WIND WARRANTY

RUBEROID
LOK-TABS NOW CERTIFIED
AGAINST BLOWOFFS FROM
HURRICANES, CYCLONES, TORNADOS!

NEVER BEFORE ROOFING SALES FEATURE LIKE THIS!

Ruberoid Lok-Tab asphalt shingles now give you the most powerful selling feature ever – *a written warranty against wind damage*. Properly applied Lok-Tabs won't blow off in windstorms because they're locked down. We will back this claim in writing. No other asphalt shingle gives you this powerful selling feature.

NATIONAL ADVERTISING on this exclusive Lok-Tab feature is pre-selling homeowners now in Life, Better Homes and Gardens and Good Housekeeping. Get your share of this business. Display Lok-Tabs. Feature them in your own advertising. Show every prospect how Lok-Tabs lock. Sell the new Wind Warranty. See your Ruberoid representative today. Learn how you can join the Lok-Tab profit parade.



HERE'S HOW THEY LOCK!

The secret of Lok-Tabs is these two hidden tabs that interlock with the shingle below to hold the butt down securely. Thousands of Lok-Tab roofs have been storm-tested safely in the hurricanes of '54 and '55. Lok-Tabs performance – now backed by Ruberoid's written Wind Warranty – is the most powerful selling story in asphalt roofing today!

RUBEROID

ASPHALT AND ASBESTOS BUILDING MATERIALS

NEW Snap-Cut®

Grass Shear

SELLS ITSELF



It has a real sales story. And this self-selling product card tells your customer why he should buy. You'll find that he will.

One of a complete line of "Snap-Cut" Garden Shears for all pruning and trimming. It's a snap with a "Snap-Cut."

Quality Tools

SEYMOUR SMITH

Since 1850

SEYMOUR SMITH & SON, INC.

4201 Main St., Oakville, Conn.

Sales Reps.: John H. Graham & Co., Inc.

105 Duane St., New York 8, N. Y.



Early American Oblong Trays

... by Parrish Woodenware

Elliptical in shape and made of Michigan Rock Maple these lend distinction to the modern way of serving salads for all occasions such as Buffet, Barbeque and the like. Useful also in mixing, kneading, etc., they fill many purposes. Made in a wide choice of finishes and grades to meet every budget.

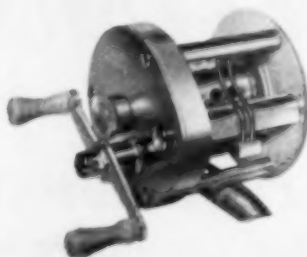
"SEE US AT THE NATIONAL HOUSEWARES EXHIBIT HELD AT NAVY PIER, CHICAGO, ILLINOIS, JANUARY 17 - 24, 1957, BOOTH No. 133."

*Oldest and Largest Manufacturer
of Fine Wood Bowls*

J. Shepherd Parrish Company
201 N. Wells St. RAndolph 6-0697
Chicago 6, Illinois

Casting Reel

Langley Corp., 310 Euclid Ave., San Diego 14, Calif., announces the Model 505 "Shorty" narrow-spool, level-wind casting reel, designed for use where lightweight gear is desired. Featuring the anti-inertia spool which is said to start quickly and stop instantly once the lure strikes water, the Shorty reel has a shell-shaped housing with natural alumalite finish. It retails at \$7.95.



Langley also offers six other casting reels, including the Reelcast Model 500, \$6.95; Topcast Model 520, \$7.95; Speedcast Model 530, \$9.95; Streamlite Model 310, \$12.50; Whitecap Model 410, \$13.95; and Lurecast Model 330, \$15. Maker of the Fisherman's De-Liar, pocket-size gift item for weighing and measuring fish, Langley also builds a complete line of spinning reels for fresh and salt water use. For more information—

Circle No. 356 on coupon, pg. 80

Glass Fishing Rods

Among the tubular glass Wonderods which the Shakespeare Co., Kalamazoo, Mich., is featuring in its 1957 line is the two-piece casting rod No. 1576XL. It is available also in light action in either 6- or 6½-foot lengths.



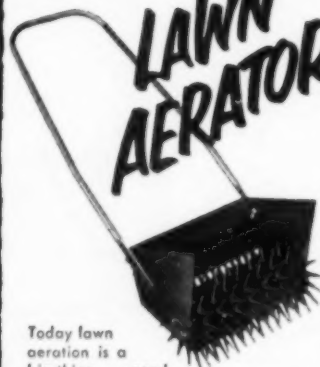
Permanently finished in copper brown, it has a black aluminum Tru-Aim handle, cork grip, black decoratively extended winds and anodized aluminum ferrules. List price is \$17.95.

Six different price-ranged series starting at \$14.95 and ranging to \$27.50, are currently available for immediate order and shipment. For more information—

Circle No. 357 on coupon, pg. 80

SPIKE DISC®

**LAWN
AERATOR**



Today lawn aeration is a big thing... good sales spring, summer and fall. And Spike Disc is the big name in Home Lawn Aerators. Ask your jobber or write for full information on the OHIO line... lawn rollers, lawn sweepers, wheelbarrows, spreaders.

Manufactured by

OHIO MACHINE PRODUCTS, INC.
COLUMBUS 11, OHIO

Sales Representatives

John H. Graham & Co. Inc.
105 Duane St., New York 8, N. Y.

Consumer's RUBBER TILE CEMENT

REAL RUBBER

✓ Ready to use.

✓ Cannot warp or injure tile.

✓ Fast tack, slow setting.

✓ Tight, permanent bond.

Waterproof



Covers
150 Square Feet
Per Gallon

Available in
QUARTS, GALLONS,
5 GALLONS
**ORDER FROM
YOUR
WHOLESALER
or direct**



CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 8, MO.

UNIVERSAL Specials

make your
irha Hardware Week sales

BOOM!



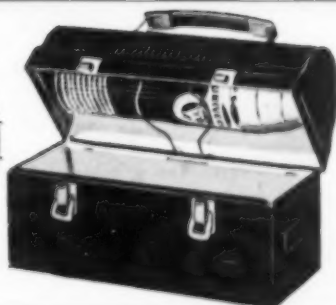
**SPECIAL
#1**



A \$2.15 value for only **\$1⁷⁹**
UNIVERSAL PINT VACUUM BOTTLE

A big 36¢ saving! And the sale's as good as made when they see the famous Universal features. It comes with the "Shur-Grip" cordovan finish case, "Roc-Lite" plastic cup, shock-absorber construction and electronically tested filler. Packed six in an eye-catching display box that makes cash customers out of casual shoppers. Call your Universal distributor now.

**SPECIAL
#2**



A \$3.39 value for only **\$2⁹⁹**
UNIVERSAL WORKMAN'S LUNCH KIT

Tell 'em, "Save 40¢", and watch this feature-packed special move! It's the only heavy-duty lunch kit with a "built-in" cup holder. The tough, heavy-gauge steel construction and handsome cordovan finish make it a self-seller. It comes complete with a matching Universal pint vacuum bottle, extra heavy "Loc-Tite" safety catches, over-size collapsible handle and identification holders. See your Universal distributor.

**SPECIAL
#3**



Outstanding value for only **\$3¹⁹**
LANDERS' "KUT-EASY" FOOD CHOPPER

A new addition to the most popular food chopper line of all! This "Kut-Easy" model has three, easy-to-clean steel cutters, extra-long handle for easier turning, liquid-tight barrel and one-piece frame. It's built of rugged cast iron with a rust-resistant electro-tin finish. Order from your Universal distributor today.

See us at the Chicago Housewares Show ...
Booths 209-215

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881



CHOICE for Quality the World
Over for 70 Years

SMITH

BLIZZARD Sprayer



World's most beautiful spray-
er. Solid copper tank. Pt. Q.
Nothing else like it.

SMITH

JIM DANDY
Cart Sprayer



"King of all sprayers."
Easy to wheel and operate.
Large rubber tire wheels. 12
ft. oil proof hose. 5 gal.
tank. Pressure gauge. Ad-
justable nozzle.

Many Other
Styles and Sizes

PRICES ALLOW ATTRACTIVE MARK-UP

D. B. SMITH & CO.

428 Main St., Utica 2, N. Y.
"Originators of Sprayers"
Canadian Rep. G. L. Cahoon
1265 Stanley St., Montreal 2, Canada

Send
for
Catalog

Riding Rotary Mower

The Midland Co., South Milwaukee, Wis., is offering a new Riding Rotary Mower for the 1957 season. It mounts a 3.6 h.p. Clinton engine and mower blade takes a 25-inch cut.

The mower offers instant control of cutting height by light toe pressure on foot pedal, according to the manufacturer. Mower deck and blade raise up horizontally as much as four inches. The mower can be set at any



height of cut by a hand control, from 1/2-inch to 4-inch. It has geared transmission, 4-inch wide flexible semi-pneumatic front and rear tires; auto-type front end steering, and adjustable seat.

The mower deck is removable by pulling a single pin, and the entire mower assembly drops off. The mower then becomes a tractor, towing dump cart model 124B, and lawn roller 140B. Unit can carry a snow blade on front.

In addition to the new Riding Rotary Mower, there are four other new rotary mower models for 1957, ranging from 2. to 2 3/4-h.p. and all take a 21-inch cut. Also, included in the line are eight different tiller models, ranging in size from 2 3/4 to 6.7 h.p., including two riding models. For more information—

Circle No. 358 on coupon, pg. 80

Lawn Care Equipment

Machines for lawn and garden care introduced by Royal International Corp., 2424-22nd St. North, St. Petersburg, Fla., includes the following:

The Mow-Chine is a 3-in-1 machine which mows, edges, and trims. It has a rustproof aluminum mower base, staggered wheel design, and side discharge chute. There are no cutter head drive belt adjustments; no changeover is necessary to use all units.

Model No. LKW-2, the Little King, is a combination gasoline edger-trimmer, and is equipped with an automatic rewind starter, TurnKey positioner, single hand control to adjust cutter depth, and a guide

perfect target for

PROFITS..

SANDVIK

BOW SAWS



World's
Largest
Seller!

Sandvik STEEL INC.

Saw & Tool Division

1702 Nevins Road, Fair Lawn, N. J.



WATERFEED

Water soluble cartridge type fertilizer. 2 formulae, 30-10-10 and 15-40-10. No lawn burn. Leaf feeding. Box of 20 cartridges \$1.00 or in bulk pack.

WATERSPIKE

Amazing model 553—2 way watering device. Waters overhead or flip valve for sub-surface irrigation directly to roots. \$4.90 ea.



WATERFEEDER

Model 954. Applicator for cartridge type fertilizers. Attaches easily to faucet or hose. Use any watering device. Fertilize while you water. \$1.99.

SQUARESPRAY

Famous model 433. It gets the corners. Hookup in tandem or use to fertilize while you water. \$2.95.



Proen

PROEN
PRODUCTS CO.

9th & GRAYSON - BERKELEY 10 - CALIFORNIA

"CRESTOGRIP"

A new and better Utility Plier

QUICK, POSITIVE ADJUSTMENT

Cut-away view
shows joint
construction.
Extra generous
bearing surface capable of heavy
loads.



HALF A CENTURY OF FINE TOOLS

The Crescent Wrench, originated in 1907, is probably the most imitated hand tool in the world today. Through the years Crescent has not only improved this famous wrench but has designed many new tools to fill the needs of changing industry and specialized skills. Crescent Tools are sold by Hardware Dealers and Industrial Distributors everywhere.

CRESTOGRIP No. P210 Utility Plier should not be confused with ordinary "slip-joint" pliers. Its box joint provides twice the strength of the conventional lap joint and eliminates sideways twist and strain. It will grip flat, square, hex or round objects with powerful leverage. Adjusts to four positions up to 1½" capacity. It has no rivet projections and measures only ½" at its thickest point. Handsomely finished in rust-resistant zinc plate. Overall length, 9½".



Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

ONE STEP SELLS 'EM!

MOW-MASTER

Prest-O-Matic
STARTING



- It's exclusive!
- It's new! It's different! It really sells!
- Sells for less than many hand-started mowers!

Prest-O-Matic starting, exclusive with Mow-Master, is sweeping the country. Alert dealers take one look at its in-store demonstration possibilities and know they're seeing the first really new power mower sales feature in years.

Look at the sales story you have — a quick kick of the Prest-O-Matic starter gets Mow-Master off and cutting . . . a single lever right on the handle controls engine choking, running and stopping . . . no stooping or bending to start a Mow-Master . . . easier and more convenient for anyone from 8 to 80. It's America's safest power mower.

And that's not all . . . actually priced lower than many hand-started mowers, Mow-Master is backed by national and local advertising, powerful promotions, and a complete package of point-of-sale and display material.

Sell the mower with the built-in buy-appeal of Prest-O-Matic starting. Sell Mow-Master—America's fastest growing power mower line. Ask your distributor or write today for details. Rotary and reel mowers from 18 to 21-in. cutting widths.

PROPULSION ENGINE CORPORATION

307 Marion Avenue, South Milwaukee, Wis.

Subsidiary of Food Machinery and Chemical Corporation



Strataflo
FOOT AND CHECK VALVES

silicone treated
RUBBER POPPET

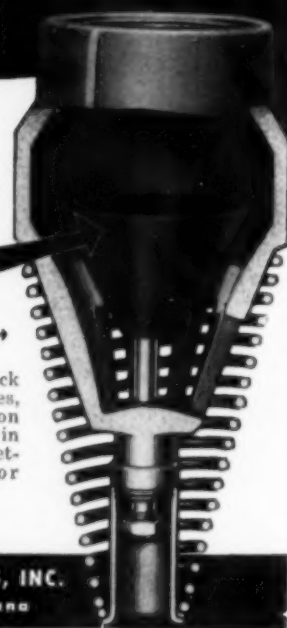
*Can't Stick
or
Leak!*

Clog-proof
Strainer →

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pump, save their cost in service calls. Ideal for jet-type pumps. Write for Bulletin 203.

Order from your jobber

STRATAFLO PRODUCTS, INC.
Fort Wayne 1, Indiana



**GIVE YOUR CUSTOMERS WHAT THEY ASK
FOR — IT'S BAD BUSINESS TO SUBSTITUTE**

Name brands mean satisfaction to your customers, and money to you. Let your customers know they can get from *you* the brands they know and want. Why be content — or expect them to be content — with anything less?

The prestige and reputation of these makers' brands guarantee high standards of quality.

*Brand Names
Foundation*

INCORPORATED

A non-profit educational foundation

**37 WEST 57 STREET
NEW YORK 19, N. Y.**



mounted beside the cutter blade to keep it from hitting curbs and sidewalks. It has a red finish with aluminum wheels, blade cover, and trim.

An electric combination edger-trimmer is the Little Queen, Model No. LQW-2. It has a 1/3-hp motor and is equipped with automatic thermal overload switch. It also has the guide beside cutter blade, TurnKey positioner, and single hand control. Finish is yellow with aluminum wheels, cutter blade cover, and trim.

The Royal Edger-Trimmer features a new heavy duty floating drive. It has an oversize front wheel caster, full-floating cutter head with depth gauge wheel control, gasoline engine, folding handle, "Height Shift" on handle, automatic rewind starter, and TurnKey positioner. For more information—

Circle No. 359 on coupon, pg. 80

Building Corners

The Nichols Wire & Aluminum Co., Davenport, Iowa, has introduced a complete line of Aluminum Building Corners, available in 13 different sizes for all popular thicknesses and widths of siding.



The corners are packed in red, white, and blue boxes; each containing 100 corners. The master carton contains five unit boxes or 500 corners. For more information—

Circle No. 360 on coupon, pg. 80

Progressive dealers
everywhere report that—

NEW
PACKAGING

NEW CHAIN
DISPLAY STAND

step up chain sales!



Both TM Proof Coil and BBB grades of Chain are packed in handy, metal TAY-PAILS for mass display . . . easy handling . . . volume sales! TAY-PAIL serves as a sales-stimulating premium, may be re-used for many jobs around the home or on the farm.

The dramatic new Chain Display Stand with the long-leverage Chain Cutter is a big sales booster. Holds seven reels of welded, weldless, and sash chain. Serves as a chain department in itself. Best of all, it occupies less than two square feet of floor space. Ask your nearest jobber for Bulletin No. 100A today!

TAYLOR MADE
A GREAT NAME IN
Chain SINCE 1873

Contact your nearest
jobber!

B. O. TAYLOR CHAIN CO., INC.
Hammond, Ind. — Pittsburgh, Pa.



gilmour HOSEMASTER

Exclusive pistol grip control. Precision designed and quality produced to be the world's best hose nozzle. Leakproof and non-corrosive.



gilmour LAWNMASTER

SPIN-BOY sprinkler. Patented working design. Simple, rugged construction. Fan-like spray over 1000 sq. ft. Light weight. Can't rust or clog.

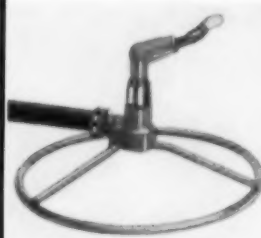


gilmour hosemaster INSECTICIDE SPRAYER

Fits garden hose for accurate mixtures without pre-mixing liquids. Up to 100 gals. of solution without refilling unbreakable container.

gilmour LAWNMASTER

TWIN-SPIN sprinkler. Full rotating at constant speed at pressures from 20 to 100 lbs. Sprays over 1800 sq. ft. with uniform coverage.



gilmour REELMASTER

Fiberglass 2-way hose reel attaches directly to faucet or stakes out on lawn with special holder. Holds up to 175 ft. of garden hose.



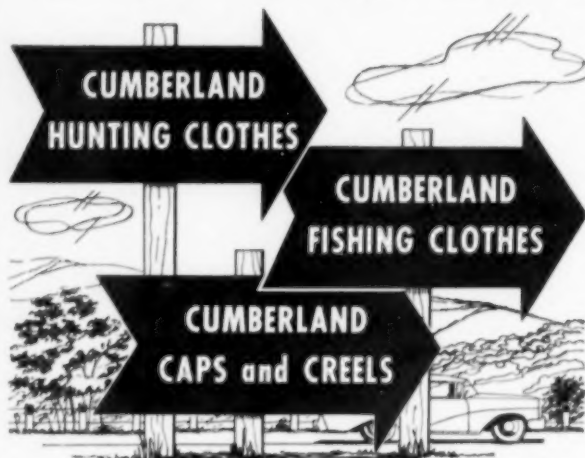
... by the world's largest manufacturer of pistol grip hose nozzles.

GILMOUR

MANUFACTURING CO. • SOMERSET, PA.
HOSEMASTER PRODUCTS

Write for **FREE**
literature

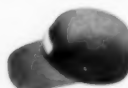
3 steps in the right direction



For more sales...greater profits



1470 FISHING PANTS



740 FISHING CAP



1549 SHQ CAP CREEL



1569 FISHING CREEL



1367 FISHING VEST



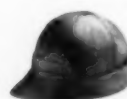
1761 AUXILIARY GAME BAG



1268 FISHING JACKET



1762 SHELL VEST



774 JONES STYLE CAP



1558 HANDY ANDY



You can't buy better...
to save your life."

Write for
free literature

THE AMERICAN PAD & TEXTILE CO.

SPORTSWEAR DIVISION

GREENFIELD, OHIO

Jet Pumps

Single and two-stage vertical jet pumps have been added to the Rapidayton Champion line of the Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio. The single-stage model has a heavy-duty $\frac{1}{2}$ -hp capacitor motor, with capacities ranging up to 810 g.p.h. The two-stage pumps are equipped with $\frac{1}{2}$, $\frac{3}{4}$, 1, and $1\frac{1}{2}$ hp capacitor motors, with capacities ranging to 1220 g.p.h.



Pumps are said to be easily primed because discharge is well above the top stage and the special design eliminates air pockets inside the pump. Easy installation, the manufacturers state, results from a recessed base which, for over-the-well installation, fits directly over 6-inch or smaller casings, or bolts directly on Rapidayton single-pipe well adapter.

All pumps incorporate brass impellers, wear-rings, venturi, nozzles, and automatic pressure regulating valve. Galvanized ejector body is in 4" size; brass is in 3", $2\frac{1}{2}$ ", and 2". Motor shaft does not touch water because it is coupled to impellers outside of the pump. Standard parts are completely interchangeable with other Rapidayton pumps. For more information—

Circle No. 361 on coupon, pg. 80

Hedge Shears

The "Snap-Cut" hedge shears offered by Seymour Smith & Son, Inc., Oakville, Conn., features a patented, combination shock absorber and tension bar.

The combination device is of



The right seine twine for your needs can be found in the complete line of twines made by The Linen Thread Co., Inc.

There's **GOLD MEDAL COTTON SEINE TWINE**, long a favorite, still the old reliable, bought by the majority of fishermen.

GOLD MEDAL NYLON FILAMENT SEINE TWINE, long-lasting and rot-resistant, is winning new friends every day.

NYAK SEINE TWINE, a blend of synthetic fibers, is a truly dependable twine for many purposes. It's economical too!

Take your pick. You can be sure you are getting the best.

Gold Medal
QUALITY SEINE TWINES
THE LINEN THREAD CO., INC. • 418 Grand Street, Paterson 1, N. J.



60 East 42nd St., New York 17, N. Y. • 140 Federal St., Boston 10, Mass.
Lombard & Calvert Sts., Balt. 3, Md. • 105 Maplewood Ave., Gloucester, Mass.
158 W. Hubbard St., Chi. 10, Ill. • 116 New Montgomery St., San Fran. 4, Cal.

spring steel and mounts underneath the blade locking nut. Upper end, or tension bar, brings pressure on the top blade to assure best cutting while lower end serves as a flexible bumper to cushion the shock when shears close.

The new hedge cutters are designated as No. 154-9; retail price is \$4.95. Blades are hollow ground and each shear will carry a "Self-Sell" card calling customer's attention to the shock absorbing and blade tensioning features. For more information—

Circle No. 362 on coupon, pg. 80

Marine Safety Products

The Aqua-Float line of marine safety products, manufactured by Style-Crafters, Inc., Greenville, S. C., includes new hollow-molded vinyl plastisol "Aqua-Floats" for fenders, mooring buoys, life line floats, ring buoys, seine and net floats, ski rope floats and many other uses. Aqua-Floats are available in red, blue, yellow, and white with the color molded into the plastic.

Also highlighting the Aqua-Float line for 1957 is a ski and surf belt styled in a plaid fabric with a companion zipper-front ski vest in matching plaid (shown). Float-action is provided by prime Java kapok in electronically sealed plastic inserts which contours the body. The belt is available in three sizes with snap hook closure and adjustment up to a 48" waist. Additional floatation is provided in the larger sizes.

In addition, the line includes balsa and cork life jackets, U. S. Coast

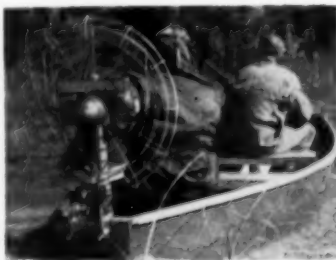


Guard Approved jackets and children's swim vests. U. S. Coast Guard Approved Aqua-Float boat cushions for 1957 includes new colors and new color combinations. For more information—

Circle No. 363 on coupon, pg. 80

Outboard Motors

The Airboy outboard motors, manufactured by Airboats, Inc., 3323 North Florissant, St. Louis, Mo., are air-driven and are designed to reach hard-to-get-at spots. The outboards



are available in two sizes, 2- and 4-hp, which may be mounted or transferred to canoe, boat, or ice boat according to the season and needs.

Both models feature Turbo-Thrust propeller, twist grip throttle, reverse with 360 steering range, plus other features.

The company also builds the Airboy "Sportmen," a specially designed boat powered with a 65 hp aircraft engine with speeds up to 39 mph. Its companion, the larger Airboy Traveler, is powered with 190 hp aircraft engine with speeds up to 55 mph. It is available with single cockpit five passenger seating, or double cockpit which will accommodate 10 passengers. For more information—

Circle No. 364 on coupon, pg. 80

Sprinkling Can

A completely re-designed model of the "Tri-Way" Sprinkling Can for 1957 has been announced by Geuder,



NEW! BIG ORANGE



DRAWBAR HOOK STOP TYING or Wrapping Chain Around Tractor Drawbar!

- Fits all tractor drawbars up to 1-1/8" thick
- Use with any chain up to 7/16" Hi-Test
- Dozens of uses EVERYWHERE!

Order from Your Jobber or Write

MIDLAND INDUSTRIES, INC.
CEDAR RAPIDS, IOWA

NEW SQUARE PATTERN



COVERS FULL 25' x 25' SQUARE!

Just two take the place of ten ordinary sprinkler heads to cover average 50' x 25' yard. Ask for No. 66C - 4.95 ea. Full rain-like coverage from head to edge without waste or overlap. 5'x40" rectangular heads also available for parkways No. 51C 3.95 ea. No. 55C 34 ft. Dia. Full Circle Head 3.95 ea. All heads available on portable stands. Write for catalog sheet on full line.

RAIN JET CORP. • 6253 Hollywood Blvd., Los Angeles 28, California

RAIN JET SPRINKLERS

Installs flush with turf! Rotary Pop-up Pendulum Action

The RAIN JET Line is the PROFIT Line!

Give your customers the best - for the least - and you make the most

- ★ Max. efficiency at low water pressure
- ★ Big Savings on installation - 1 does the work of 5
- ★ Even Water Distribution
- ★ Easy and Quick to Install



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



Biggest Profit Makers of every fishing season!



MINNOW BUCKETS

The finest and best selling fishing
tackle accessories on the market.



#480



FORBID

LONG-LIFE
Non-floating type
— heavy two-piece
construction —
perforated insert
in galvanized or
Tern Plate finish.



#990

MIN-O-LIFE
Galvanized,
perforated bucket.
Hinged cover and
snap lid. Insert of
pure white
sulphite pulp.

#1275

MINNOW TRAP
Telescopic body.
New type fastener
prevents opening in
fast water. Positive
snap lock. Anchor
easily attached.
Galvanized.

New! **MIN-O-LIFE #480**
Full-floating with solid
DYLITE float chamber.
Can't leak—can't sink—
won't rust—won't rot.
Rugged two-piece construction.
Galvanized finish.
Perforated insert. Snap-
type, riveted, hinged cover.

• Year after year, dealer
profits on Frabill fishing
tackle accessories have
risen steadily. Besides
profit and quick turnover,
dealers are assured of
Frabill products' match-
less quality, dependable
performance and
complete customer
satisfaction. Stock and
display the complete
Frabill line. You'll make
extra sales—extra profits,
all season long.

OTHER BEST SELLERS IN THE FRABILL PROFIT LINE



NATIONALLY ADVERTISED — Sold exclusively through jobbers

FRABILL MANUFACTURING COMPANY
234 West Florida Street • Milwaukee 5, Wisconsin

EXCLUSIVE EXPORTERS • John H. Graham & Co., 107 Duane St., New York City



the mower
they all
want to
ride



a name recognized by your best customers

You're aware that folks who read Better Homes & Gardens, American Home, Popular Mechanics, Flower Grower and Popular Gardening are the country's top prospects for lawn goods. That's why we concentrate MOW Cycle advertising this spring in these proven magazines. Be ready to cash in on the results. But don't delay. Ask your jobber soon about MOW Cycle, recognized world leader among riding lawn mowers since 1950. Or write today for complete information.



**MOW CYCLE
'24'**

List
Price
\$289.50



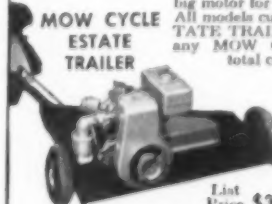
**MOW CYCLE
'CADET'**

List
Price
\$219.50

Model '24' for complete
lawn care without walking;
many useful attachments.
'CADET' economy model for
mowing only. 'PRO-6' with
big motor for professional use.
All models cut 24" swath. ES-
TATE TRAILER attaches to
any MOW Cycle; increases
total cut to 58".

**MOW CYCLE
'PRO-6'**

List
Price
\$495.00



**MOW CYCLE
ESTATE
TRAILER**

List
Price
\$350.00



Musgrave Incorporated, Dept. F, Springfield, Ohio
Please send trade information on the MOW CYCLE
line.

Name _____

Address _____

City _____ Zone _____ State _____

COMPLETE LAWN CARE WITHOUT WALKING.



Paeschke & Frey Co., Milwaukee, Wis. The interchangeable spray heads are made of Polystyrene. The heads have new bayonet mounts. A quarter twist locks them to spout of can, and an extra bayonet lock on breast of can holds the spray head that is not in use. Neoprene rubber gaskets are said to insure a leak-proof seal.

The large spray head makes Tri-Way a conventional sprinkling can with a gentle spray for gardens, borders, flower boxes, etc. The small spray head pours a concentrated weed killer spray directly on weeds. Tri-Way can be used also for pouring water directly from spout into car radiators, furnace pans, etc.

The Tri-Way has reinforced spout precision-cripped to body of can; new ribbed construction; double-seamed breast and bottom; is hot dip galvanized; and has colorful spray heads. For more information—

Circle No. 365 on coupon, pg. 80

Broom Specials

Empire Brushes, Inc., Port Chester, N. Y., introduces three new items for Hardware Week, all at special prices.

The Spinning-Sudsing Fountain Brush #5647 (shown) engineered to rotate at 2500 rpm, features a built-in suds chamber, an automatic shut-off gasket, and a 3-foot handle with a

special vinyl hand grip. Customarily fountain brushes of this type retail at more than \$7.00; Empire's special Hardware Week price is \$4.98.

A 14-inch push broom with black Emprene bristles, the Household Push Broom #5640, is being promoted for all-around sweeping, both inside and out. Its companion, the Outdoor Push Broom #5639, features red-brown Emprene bristles designed for sweeping rough surfaces and adaptable to either wet or dry dirt.

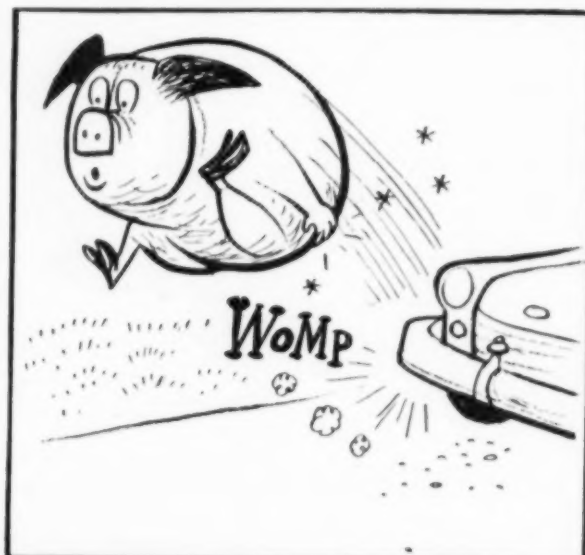
The brooms, each a regular \$2.98 value, sell at the special price of \$2.19 each.

All three items come packed in corrugated display shippers, and each carries the Good Housekeeping Seal. For more information—

Circle No. 366 on coupon, pg. 80

Garden Tool Set

A three-piece gardening set is available from Great Neck Saw Manufacturers, Inc., of Mineola, N. Y. An addition to its line of "Good Earth" garden tools, the set consists of a trowel, transplanter, and a fork. The tools have two-tone natural hardwood handles, specially plated ferules and cold forged steel blades.



Ask your
jobber for
these
Bethlehem Steel
products.....



NAILS AND STAPLES



STEEL FENCE POSTS



BARBED WIRE



BALE TIES

They do not tarnish or rust, the manufacturer states, and gives the appearance of stainless steel.

The set is packaged in a colorful self-service box which has been designed for easy display. It weighs 13½ pounds and is packed 12 sets to a shipping carton. Lists for \$2.70. For more information—

Circle No. 367 on coupon, pg. 80

Dishwasher Brush

A new kitchen brush, called the Speedy-Clean Dishwasher, is announced by Ox Fibre Brush Co., Frederick, Md. It will be Ox Fibre's featured item in the 1957 Hardware Week Promotion and will be specially priced to retail for \$1.49 each.

The Speedy-Clean has a fully rounded filling of Saran bristles, and



a solid, one-piece molded handle in confetti pink and a kitchen yellow.

Retailers have their choice of packaging: Display Pack, with six Speedy-Cleans, three yellow and three pink, in combination corrugated shipping-and-display carton, colorfully printed; or Individual Pack, each brush carded for rack display and packed inside a printed folding carton, 12 brushes to a shipping container. For more information—

Circle No. 368 on coupon, pg. 80

Sash Fastener

A solid brass top sash fastener, Ventilock No. 37, which provides regular window sash locking and ventilation at the same time is announced by Slaymaker Lock Co., Lancaster, Pa.

Windows can be locked open in three different positions and the ventilating arm lies flat when the window is locked closed. The fastener is made to fit average size locks. It is installed by removal of old strike and placing of Ventilock in the same position.

The ventilating arm is five inches long, 2¾ inches in width across top sash fastener. Each Ventilock is packed with two brass screws, individually boxed; six Ventilocks to a display. Installation instructions are



on each box. Weight is four pounds per dozen, and suggested retail price is 79 cents each. For more information—

Circle No. 369 on coupon, pg. 80

Sinker Assortment

The new combination Snappy Sinker is offered by Ideal Fishing Float Co., Inc., 2001 East Franklin St., Richmond, Va., in a five dozen assortment. Packed in a red plastic hinged-top box, the deal features two



◀ Cartoon ads like this, appearing regularly in regional farm papers are catching the attention of your prospects. Ask your jobber for these Bethlehem Steel products . . .



CLOTHES
LINE



AUTOMATIC
BALING WIRE



BOLTS





dozen 1/4 oz., 1 1/2 dozen 1/4 oz., one dozen 1/2 oz., and one-half dozen 1 oz., Snappy Sinkers.

An added feature is that the display matter, printed on a white and blue pressure sensitive label, can be removed by the dealer and the box sold for approximately 50 cents.

Weight per deal is 1 3/4 lbs., and is packed 12 deals to a master carton. For more information—

Circle No. 370 on coupon, pg. 80

Decorator Wall Switch

For color harmony in the home, the Home Products Division of Minneapolis-Honeywell Regulator Co., 2753 Fourth Ave. So., Minneapolis 8, Minn., offers the decorative Tap-Lite wall switch.



The Tap-Lite is a single-button, silent switch featuring a transparent plexiglas decorator cover. Inserts supplied with the switch can be mounted behind the cover to match existing painted walls or can be used as patterns from which inserts of matching wallpaper can be cut. For more information—

Circle No. 371 on coupon, pg. 80

Price Raise Postponed On Four GE Clocks

ANNOUNCEMENT of postponement of price increases on four General Electric-Telechron clock models was made recently.

CLASSIFIED

HARDWARE STORE: No. E. Okla. Big profits. Ideal loc. Est. 11 yrs. Assets alone are worth more than the sales price!!! Business forces low price. Investigate. Dept. 8260

HARDWARE, Cent. Georgia. Top loc. Xint trade. A-1 profit oppy! Investigate. Dept. No. 8283

HARDWARE STORE, NO. EAST NO. CALIF. Well-established, xint. loc. & good profits. Potential unlimited. Xint. buy! Dept. 23872

SALES AND RENTALS, Cen. Calif. Chain saws, mowers, tractors, etc. Lg. land tract w/3 bldgs. Xint profit oppy! Dept. No. 23878

HARDWARE, So. E. Conn. Xint loc. Growing area. A-1 profit oppy! Modern. Prkg space. Dept. No. 42339

HARDWARE STORE, E. CENTRAL IND. Xint. loc. & good income. Well estab. & equipped. Ill health. Dept. 62107

CHAS. FORD & ASSOC. Inc.
6425 Hilwyd Bl. Los Angeles, Cal.

THE LEADING MANUFACTURER OF QUALITY
TENTS AND TARPAULINS SINCE 1887 IS
LOOKING FOR

MANUFACTURERS' REPRESENTATIVES

Expansion of facilities and realignment of territories has opened several territories. Write giving full particulars including territory traveled, type of accounts called on, frequency of calls, list all manufacturers you represent and products you sell.

H. WENZEL TENT & DUCK CO.
1035 Paul Street • St. Louis 4, Missouri

FOR SALE

"SALES PROMOTION GUIDE," a book written and copyrighted from years experience. Successful sales, all kinds of stores. Contains drafts, ad headings, arrangement, pricing, merchandising, signs, etc. Use it daily or complete sell out, wholesale plus, without commission. Yours for only \$20.00. One suggestion might mean thousands of dollars to you. Don't miss it! Order at once. Limited supply.

SPECIAL SALES SYSTEM

311 W. Kirkwood
Fairfield, Iowa.

FOR SALE

Farm implements, horse drawn. Kelly make, large stock, unused, perfect condition. Write for stock list and close-out prices.

WESTERN WHOLESALE HARDWARE
Box 1448, Muskogee, Oklahoma.

Sell the Genuine
**BILL UPPERMAN'S
BUCKTAILS**

FRESH or SALTWATER
**SPINNING
TROLLING
CASTING**
8 Sizes
40¢ to 90¢
send for catalog

ORDER
FROM
YOUR
JOBBER

BILL UPPERMAN
ATLANTIC CITY, N. J.

Date of the price increase was previously announced as October 15 and it applied to 13 models. On four of the 13 models the effective date of the increase has been delayed until January 2, 1957. This was necessary because a large number of retailers were featuring these four clocks in consumer publications which had already been printed and distributed.

The clocks which will be increased on January 2 are Swirl (chrome and copper finishes) from \$4.98 to \$5.98, Snooz-Alarm and Harlequin which will be increased from \$6.98 to \$7.98 and the Designer which will be increased from \$17.95 to \$18.95. All prices are manufacturer's recommended retail or fair trade prices.

Western Tool & Stamping Opens Large New Plant

WESTERN TOOL & Stamping Co., Des Moines, Iowa, manufacturers of Homko and Certified power lawn mowers, officially opened its new 60,000 square foot plant addition with Iowa Governor Leo A. Hoegh as guest of honor.

The plant addition is part of the expansion program of the firm which produces more than 450,000 power mowers per year.

**IS IT TIME
TO RENEW**

Your SUBSCRIPTION?

You may have unintentionally overlooked the expiration of your subscription to SOUTHERN HARDWARE.

However, there is still time for you to catch up with the clock and to keep SOUTHERN HARDWARE coming to you without a break. The modest subscription price is so small when compared with the wealth of ideas that you get each month in SOUTHERN HARDWARE that you can well understand that it is impossible for us to offer you special deals of any kind. The only reason for the existence of SOUTHERN HARDWARE is the service that it renders to readers concerned with hardware wholesaling and retailing in the South and Southwest. Each month, the editors pre-select for you special facts and figures relating to your business and designed to make your reading informative and enjoyable.

So that we can continue to send you SOUTHERN HARDWARE, just return to us the order form with your remittance and we'll see to it that you don't miss a single issue from now on. Won't you do it today?

**CLIP and MAIL
TODAY**

W. R. C. SMITH PUBLISHING CO.
Department SH 1-57
806 Peachtree St., N.E.
Atlanta 8, Georgia

- ☐ New Subscription
☐ Renewal Subscription

You may renew/enter my subscription to SOUTHERN HARDWARE for 3 years.

Name

P. O. Box or
Street and No.

City State

Firm Position

☐ Enclosed find \$2.00

☐ Send bill for \$2.00

CONVENTION DATES

Alabama Retail Hardware Association

—Convention and exhibit, Coliseum, Montgomery, Feb. 10-12, 1957. Headquarters: Hotels Whitley and Jefferson Davis, Charles Giles, Secretary, 409 N. 23rd St., Birmingham.

Arkansas Retail Hardware Association

—Convention and exhibit, Robinson Auditorium, Little Rock, Feb. 17-18, 1957. J. Wayne Tisdale, Executive Secretary, 908 Rector Building, Little Rock.

Hardware Association of the Carolinas

—Convention and exhibit, Radio Center, Charlotte, N. C., Feb. 19-21, 1957. Headquarters, Hotel Charlotte. Martin Kaelke, Secretary, P. O. Box 6215, Charlotte, N. C.

Florida Retail Hardware Association—

Georgia Retail Hardware Association—Joint convention and exhibit at George Washington Hotel, Jackson-

ville, Fla., March 17-19, 1957. W. W. Howell, Executive Manager, 1649 Plant Ave., Waycross, Ga.

Kentucky Retail Hardware Association

—Convention and exhibit at Kentucky Hotel, Louisville, Feb. 19-21, 1957. Edward H. Keiley, Secretary, 501 Republic Building, Louisville 2, Ky.

Mississippi Retail Hardware Association

—Convention and exhibit at Heidelberg Hotel, Jackson, Feb. 24-25, 1957. David O. Mansfield, Secretary, P. O. Box 1696, Jackson, Miss.

Missouri Retail Hardware Association

—Convention and exhibit at Jefferson Hotel, St. Louis, Feb. 14-16, 1957. Harry F. Scherer, Executive Secretary, 2340 Hampton St., St. Louis 10, Mo.

Southern Wholesale Hardware Association and American Hardware Manufacturers Association

—Joint convention, Palm Beach, Fla., April 7-10. Headquarters, Biltmore Hotel. T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., Managing Director, SWHA. A. L. Faubel, 342 Madison

Ave., New York 17, N. Y., Secretary, AHMA.

Tennessee Retail Hardware Association

—Convention and exhibit at Hotel Chisca, Memphis, Jan. 27-29, 1957. Morris Jones, Secretary, P. O. Box 784, Nashville, Tennessee.

Texas Hardware & Implement Association

—Convention and exhibit, Shamrock Hotel, Houston, Jan. 27-30, 1957. Ray M. Souder, Executive Director, 1108 Gibraltar Life Bldg., Dallas, 2.

Tri-State Hardware & Implement Association

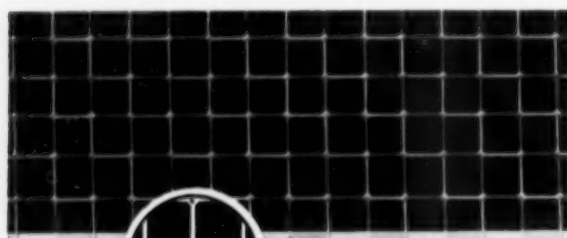
—Convention at Herring Hotel, Amarillo, Texas, Feb. 10-12, 1957. R. B. Allen, Executive Secretary, 1408 4th Ave., Canyon, Texas.

Virginia Retail Hardware Association

—Convention and exhibit at Hotel Roanoke, Roanoke, Va., Feb. 10-12, 1957. George T. Omohundro, Jr., Secretary, Scottsville, Va.

West Virginia Hardware Association

—Convention and exhibit at Daniel Boone Hotel, Charleston, Feb. 17-19, 1957. James C. Fielding, Managing Director, 1628 McClung St., Charleston 1.



ADDED STRENGTH RIGIDITY and UNIFORMITY

WRIGHTWELD HARDWARE CLOTH. Added strength, rigidity, uniformity. Flat wire selvage permanently welded to each filler wire. Hard drawn wire replacing customary annealed wire. Heavily galvanized after weaving. A major advance in the wire cloth industry. Sizes 2 x 2, 3 x 3, 4 x 4.

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Box 176, Avondale Estates, Ga.

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New Orleans 12, La.



STEEL & WIRE CO.
WORCESTER, MASS.

SWISH-ERR

SELF
PROPELLED

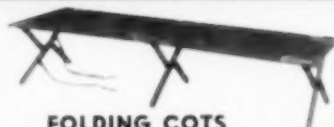
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MODELS

Write for
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on all SWISHER
Power Mowers

Swisher Mower & Mach. Co.
Warrensburg, Missouri

MODELS
PRICE

TUCKER OUTDOOR FURNITURE



FOLDING COTS

CAMP STOOLS

Rugged hardwood frame. Heavy canvas cover, plain or striped. Sells by the dozens! Ideal for camping trips, picnics—hundreds of utility uses. Write for catalog and prices.



Tucker Duck & Rubber Co. FT. SMITH, ARK.



more and more dealers are saying

"Let's handle
GRIFFIN"®



NEW VISIPAKS
Self-selling
protected, cased
HARDWARE



A full line
of wrought steel
BUTTS

"The dependable line of hinges to handle" . . . that's the trade's way of saying "We like to sell Griffin products." Order from our full line of wrought steel butts—plus a complete line of shelf hardware—in the selections you know your customers want.

GRIFFIN®
"since 1899"

MANUFACTURING CO. ERIE, PA.



*Step on it
and it sells*

Sani-Can Step-on Receivers are popular, fast-moving, self-demonstrating, low cost, high profit money-makers. Nationally advertised . . . known from coast to coast . . . complete merchandising campaign makes them move. Write for full details. Representatives from coast to coast.

**SANITARY RECEIVER
COMPANY, INC.**
DUNKIRK, N. Y.

See Sani-Can at
the Chicago Show
Booth 744



in your prospect's hands

. . . and you will make a
QUICK PROFITABLE SALE
PLUS
A LIFE-LONG CUSTOMER
Penn Reels satisfy

Get the details of Penn's
FISHING PHOTO CONTEST
for your customers

Send for New Catalog No. 20 5H



PENN FISHING REELS
PHILADELPHIA 32, PENNA.

LIGHTWEIGHT
FORGED STEEL
GARDEN
MATTOCKS

Only 4 lbs. Total Weight

Lightweight garden mattocks that sell on sight! Choice of heads—pick or cutter edge. Handle is factory-driven and wedged; shape of eye prevents handle from turning or coming loose. A finer, better, all-around product, competitively priced . . . result of 100 years of Klein Logan craftsmanship.



**SO LIGHT
A WOMAN
CAN USE IT!**



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General Offices—Pittsburgh 3, Pa.

REPRESENTED BY
LOUIS WILLIAMS & CO.
Nashville 3, Tennessee



SINCE 1856



CRIPPLED MINNOW Spinning Lure



Fished "still-and-twitch," Little Sam acts alive... just like a dying "injured" minnow! Durable Tenite II plastic body... 8 patterns... 2 size 8 treble hooks.

No. LM — Each...\$1.25 Dozen...\$15.00

No. LMA6 Asst. — Contains 6 Individually packed lures in display tray with standup card. Per Assortment...\$7.50

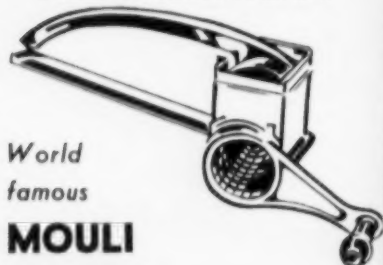
Individually packed in plastic box

THE WEBER LIFELIKE FLY CO.
Stevens Point, Wisconsin

IF WEBER MAKES IT A FISH TAKES IT!

UP Sales and Profits in Tinware with nationally advertised MOULI LINE

SELL THE GRATER Your Customers PREFER!



World famous

MOULI GRATER

Watch your stock Order from your jobber today! **\$1.00**

MOULI MANUFACTURING CORPORATION
91 BROADWAY JERSEY CITY 6, N. J.



RADIO LINE

WAGONS • SCOOTERS • GARDEN CARTS • WHEELS
NEW!



Model No. 18 Radio Flyer wagon. New rolled under flange body 36" x 17" x 4 1/2". Tires 10" x 1.75" semi-pneumatic. New, brilliant red, baked enamel finish. One to a carton, 35 lbs.

PRICE • QUALITY • SERVICE



NEW!

Model No. 75 Garden Cart Exclusive body design, 35" x 21" x 13 1/2". 4 cu. ft. capacity. Recessed wheels. Semi-pneumatic tires 9 1/2" x 1 1/2". Brilliant red or turquoise blue. No. 75/2, 2 to a carton, 58 lbs. No. 75/1, 1 to a carton, 29 lbs.

WRITE FOR COMPLETE INFORMATION

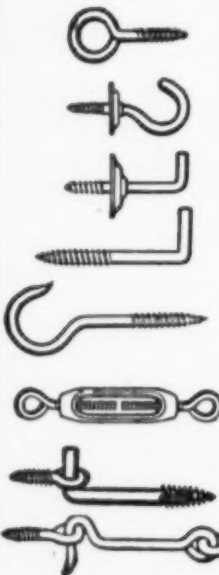
RADIO STEEL & MFG. CO., 6515 W. Grand Ave., Chicago 35

World's Largest Manufacturers of Conster Wagons & Scooters

THE

Larson

QUALITY LINE of BRIGHT WIRE GOODS



Larson Bright Wire Goods are packaged in extra heavy tan kraft boxes. Yellow labels with half tone illustrations are used giving complete information.

All Larson products are 100% sorted and inspected.

Larson's Bright Wire Goods fit the need of every consumer.

See Your Jobber or Write to

CHAS. O. LARSON CO.
STERLING • ILLINOIS

Southern **Farm Equipment**

JANUARY
1957

Added Profits from
Irrigation Equipment
Pg. 127

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.



CASE.

Case dealers have a golden opportunity with the greatest tractor selling feature in years... and a

Great New Tractor Line

38 Colorful Models . . . Gasoline . . . Diesel . . . Distillate . . . LPG

12-SPEED
3-PLOW **300**



310 Utility, LPG

310 Utility, adj. front axle, gasoline

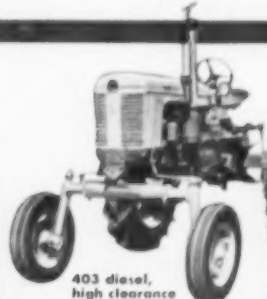
311, adj. front axle, gasoline, distillate

311, dual front wheels, gasoline, distillate

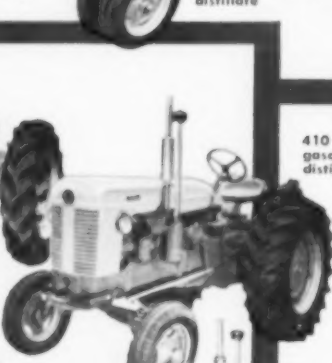
8-SPEED
4-PLOW **400**



401, dual front wheels, diesel

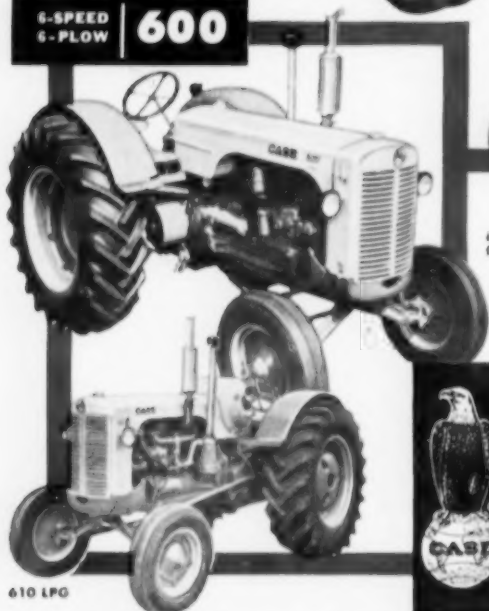


403 diesel, high clearance

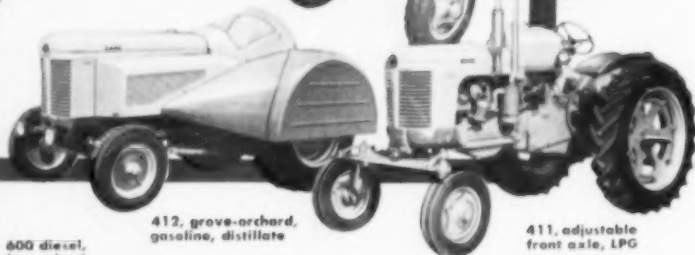


410 four-wheel gasoline, distillate

6-SPEED
6-PLOW **600**



610 LPG



600 diesel, four-wheel

412, grove-orchard, gasoline, distillate

411, adjustable front axle, LPG

NEW! Overlapping Gear Speeds

Case dealers today have a unique opportunity for building big volume in tractors. They have sizes and models to fit every farm and ranch, orchard and grove—38 sleek-lined, two-toned beauties in Desert Sunset and Flambeau Red. They have today's most dramatic selling feature—overlapping gear speeds. It's more than a talking point that makes sense—it's positive performance that makes spectacular demonstrations and clinches sales. It's new economy in fuel, in upkeep, and in time that means money on the farm. There may be a location open for you in the Case dealer organization. Write J. I. Case Co., Racine, Wis.



► **Farm Income**

Farm net income turned up in 1956 and may increase further during 1957. For the first 9 months of 1956 farm income in the southern states increased 6% over the 1955 period while the increase for the remainder of the nation was just under 1%. In 56's final quarter farm net income was at an annual rate of 11.7 billion dollars, up 4% from '55.

► **Production Expenses**

Net farm income in 1956 increased a bit faster than farm production expenses and the trend may continue in 1957. While there may be some cost increases stemming from higher wages and prices of production goods, smaller outlays of production items because of reduced acreages under Soil Bank program will offset these increases. The result: more money available for machinery purchases.

► **Commodity Highlights**

Rice is estimated at 46.2 million bags, down 14% from 1955 production, but still 8% above average....Corn is estimated at 3,412 million bushels, 5% above 1955 production and tops 10-year average by 11%...Tobacco (all types), estimated at 2.125 million pounds, will be close to 1955 yield.... estimates of 13,153,000 bales of cotton for the 1956 crop is slightly above the 10-year average....consumer demand for fruit is expected to hold grower prices above last fall's.

► **Cotton**

For the first time since 1950-51, disappearance of cotton in 1956-57 will exceed production. Exports are likely to much more than double the 2.2 million bales of 1955-56 the government announces.

► **Farm Wage Rates**

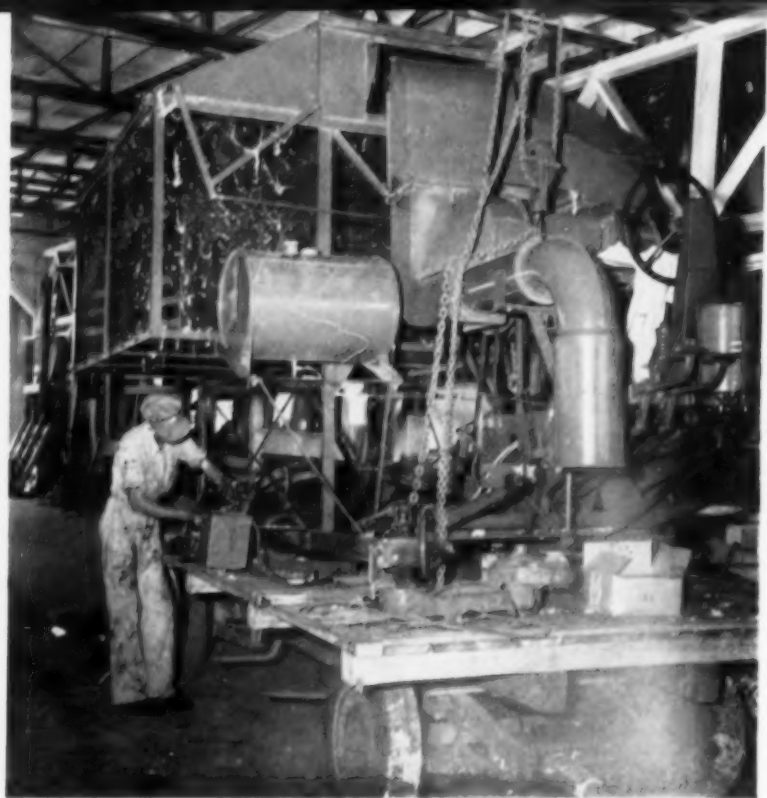
Farm wage rates averaged about 4% higher in 1956 than in 1955—the sharpest rise in farm wage rates since 1952. Farm wage rates are now about a fourth above 1947-49 and 300% above 1940 levels.

► **Prices Received**

Since mid-1956 prices received by farmers have averaged 2% above a year earlier. Most crop prices have been higher, while prices of livestock and livestock products averaged around year-earlier levels. Some further improvement is expected during 1957 by the USDA. Large scale exports in 1957 are expected to substantially strengthen the market for farm products. Exports in 1957 may exceed the previous record of 4.1 billion dollars.

To take up the slack in the shop during the normally dull seasons the company makes available to customers a special rate on the overhaul of cotton picker drums. The offer extends from November through February. Last season the shop overhauled more than 100 drums. In addition to keeping shop employees busy, these jobs account for important profit

By Ruel McDaniel



7-point program triples Service Sales



Shown above is Shop Superintendent Dick Kelch in the combination office and room where diesel injection pumps are repaired. Air-conditioned room is kept dust free and Kelch alone operates equipment

IN LESS than two years after he assumed management of Bay Equipment Co., Bay City, Texas, J. L. Fallis had more than tripled the volume of the service department and had upped new equipment sales materially.

He did it by a realistic approach to the service department, which included a definite and continuous merchandising program.

"We believe the service department not only is a source of regular income and profit but is the key to new equipment sales," Fallis declares. "We have found that our new equipment volume goes up in almost direct proportion to increased volume in the service department."

Bay Equipment Co. is a long-established International Harvester dealership which changed ownership at the time Fallis took over management. Here are some things he did to increase service business:

(1) Established flat rate for all routine jobs and fixed a rate of \$3.50 per hour for labor on special jobs which do not come under the flat rate program. The company arrived at its own flat rate by using two other accepted flat rate systems as a base for formulating its own.

(Continued on page 47)

NOW! THE POWER LINE FOR '57...



gives IH DEALERS

SALES POWER UNLIMITED!

Now, America's top ten—5 new Farmall® and 5 new International® tractors! *Models unlimited!* The new 1957 Power Line gives IH dealers the greatest line-up of sales power in history.

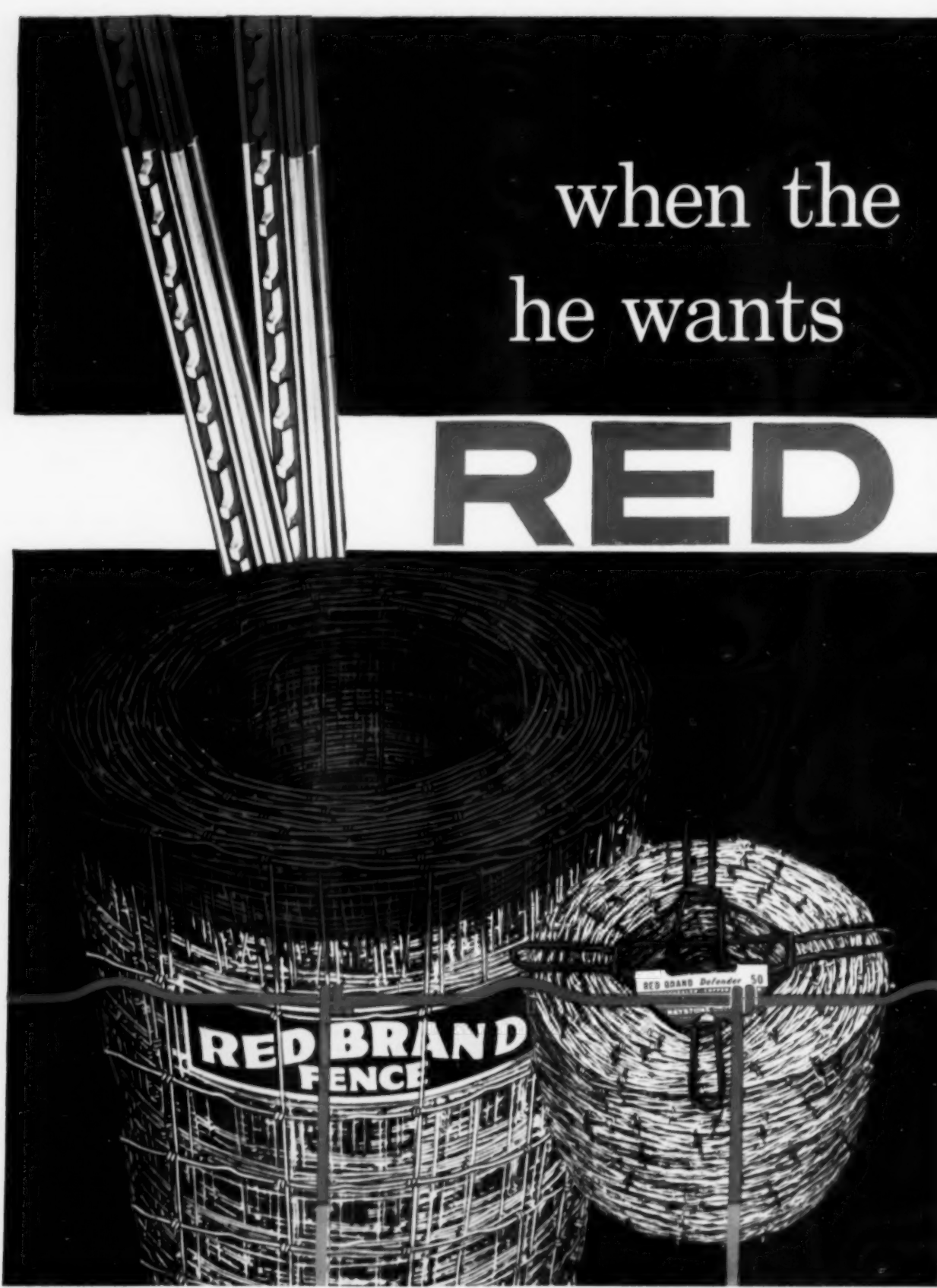
All that's new is skillfully engineered with the best of the past to put engine horsepower to better use... to give farmers greater value for every power dollar. Better than ever before, IH dealers can match the exact needs of more prospects and expand sales, with new power in most models... two new 3-plow diesels... new Fast-Hitch with Traction-Control... new power-adjusted rear wheels... new conveniences, plus incomparable TA, Hydra-Touch, independent pto, power steering... unmatched IH stamina... and countless more work-easing, cost-cutting features.

And now in 1957, an IH dealer franchise—with the most complete line of power sizes, models, and options ever offered—has greater appeal and is more valuable than ever.



**INTERNATIONAL
HARVESTER**

International Harvester products pay for themselves in use—McCormick Farm Equipment, Farmall and International Tractors... Motor Trucks... Construction Equipment—General Office, Chicago 1, Illinois.



when the
he wants

RED

**RED BRAND
FENCE**

RED BRAND Defender 50

farmer needs fence,

BRAND[®]

That's because distinct brand identification, combined with quality reputation, helps make RED BRAND sell itself. Farmers recognize it on sight, hear and see the name everywhere, ask for it by name from dealers.

The farmer associates RED BRAND advertising with a product that costs him less because it lasts longer. He knows only RED BRAND is Galvannealed[®] against rust — it has zinc *locked on* the steel wire.

Trends in farming require more fence for larger, better equipped farms, for better use of pastures, for fencing in "Soil Bank" acres and stretching thousands of miles of fence along new highways. Get set for this market by selling the fence the farmer knows best.

Powerful Keystone advertising never lets up in keeping the name of RED BRAND out front.

Magazine Advertising. Color ads in major national and state farm papers distinctly identify the product, help sell fence by showing how RED BRAND can be used to farm more profitably.

Radio and TV. Intensive radio coverage, and now television, conducted by farm directors, bring the RED BRAND story to millions.

Practical Land Use. Materials on good soil and livestock practices, going to many thousands of farmers, build sales by showing how RED BRAND can be used to cut costs and boost profits.

And Keystone is constantly at work developing new merchandising pieces that will help you sell RED BRAND.

KEYSTONE STEEL & WIRE COMPANY • Peoria 7, Illinois

Red Brand Fence • Red Brand Barbed Wire • Red Top Steel Posts • Bale Tie • Nails • Keyline Poultry Netting • Ornamental and Non-Climbable Fence • Gates • Keymesh • Keybead • Keycorner • Keyweld • Keywall.

The Only Fence Line *that Sells on Sight!*

There's a Nation Wide TREND to
**LAND SMOOTHING
 FOR BETTER FARMING**



Now!

**Farmers Everywhere
 Are Leveling and
 Smoothing Fields,
 Filling Pot Holes
 and Gullies for
 BETTER IRRIGATION
 SURFACE DRAINAGE
 EROSION CONTROL
 SEEDBED PREPARATION
 and
 INCREASED YIELDS**

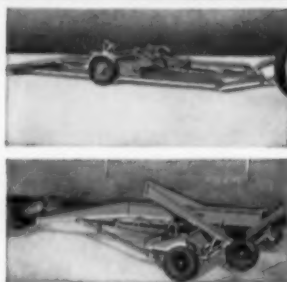
Eversman
**AUTOMATIC
 LAND LEVELERS
 DIRT MOVERS and
 SEEDBED FINISHERS**

The Only Complete Line



**7 Hydraulic
 and
 Mechanical
 Models**

for All Farm Tractors... for Automatic Land Smoothing, Dirt Moving and Seedbed Preparation.



There's an Eversman to fit every farm tractor from 2-plow to large crawlers, from 21' to 48' in length, 6'3" to 10' in width, from 1 cubic yard to 3½ cubic yard capacities.

America's Largest-selling Ditcher!

THE Eversman
**RUBBER MOUNTED FLOATING
 HITCH DITCHER**
 to build or clean
 irrigation and drainage ditches.

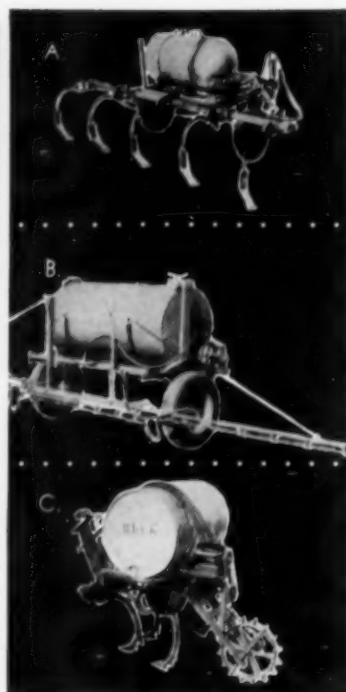


Dealer Inquiries Invited—Write for Full Details

EVERSMAN MFG. CO.

DEPT. 95 CURTIS & FIFTH • DENVER 5, COLO.

Eversman Has Served The Farmers of The Nation Since 1928



Choose

**BLUE
 EQUIPMENT**

**for Anhydrous
 Ammonia and Liquid
 Fertilizer Application**

A. Blue Nitro-Shooter Series 10 for sub-surface application

B. Blue Chemi-Spreader with 20' dribble boom attachment for broadcast application

C. Rear Tool Bar liquid fertilizer applicator with ground wheel drive, featuring the new Blue Squeeze Pump for all liquid fertilizers.

A full variety of tractor mounted tool bar and trailer application equipment for anhydrous ammonia and all liquid fertilizers.

JOHN BLUE CO., Inc.

Muntsville, Alabama

DEPENDABLE FARM EQUIPMENT SINCE 1884

*Send for
 Specifications
 and Prices*



Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Also, we are now producing a new line of Star Blade-Type Plow Shares—in regular and short patterns—made from solid steel, rolled to our own strict specifications, and automatically heat treated for maximum strength and wearing qualities. You'll want complete details now.

FULLY GUARANTEED

AS TO QUALITY, FIT AND FINISH

STAR MANUFACTURING COMPANY

DIVISION OF ILLINOIS IRON & BOLT CO.
 CARPENTERSVILLE, ILLINOIS, U. S. A. (EST. 1873)



W. R. Felkins, a customer who has purchased irrigation equipment from Farmers Tractor & Equipment Co., shows his son what a few days of irrigation with his new sprinkler irrigation system did for his cotton crop

By S. W. Ellis



Irrigation Sales

add \$75,000 annually

LIKE FARMERS throughout many other sections of the South, Arkansas growers have not been spared from drought. During times when they have been "praying for rain" the Farmers Tractor &

Equipment Co. in Pine Bluff has gone to work.

It has turned on the full power of its four-man sales force in an all-out drive to persuade drought-stricken farmers that irrigation



Irrigation pumps such as this are constantly displayed on sales floor



With his irrigation system in operation Felkins uses one of his tractors to provide power for the irrigation pump. For an investment of about \$4,500 this farmer provides moisture for more than 100 of his 300 acres

means relief from nature's fickle ways. And the effort has paid off. Sales of irrigation equipment are adding from \$50,000 to \$75,000 annually to gross volume.

These dealers are quick to add, however, that there are certain requirements for this kind of success. For one thing, salesmen must be thoroughly trained. They must fully understand the product they are selling and must have product knowledge sufficient to solve a farmer's irrigation problems.

Company Salesman Jimmy Rogers explains a typical case.

Farmer W. R. Felkins, who rents 300 acres, has seen his cotton scorch and wither every year for four rainless summers. Salesman Rogers first suggested an irrigation system four years ago—the year that Rogers took his training at



NEW from Goulds -

GOULDS

ALL NEW LINE... ALL NEW DESIGN!



NEW! GOULDS SHALLOW-FLOW

This completely "packaged" shallow well jet system gives famous Goulds quality and long-life features at never-before low cost! $\frac{1}{3}$ and $\frac{1}{2}$ H.P. sizes on 12 or 30 gal. tank—capacities to 1050 G.P.H. Easy to install—just two simple pipe connections.



NEW! GOULDS PRIME-FLOW

Designed especially for deep wells where pumping levels do not exceed 90 feet. Compact, self-priming—only one moving part. $\frac{1}{3}$ and $\frac{1}{2}$ H.P. sizes—capacities to 890 G.P.H. Complete unit, ready to install, mounted on 12 or 30 gal. tank.



NEW! GOULDS JET-O-MATIC

Absolutely the finest in convertible jet systems! Completely packaged for fast installation as a shallow well or deep well system, yet easily converted. Ideal for wells where water level drops. In 5 sizes—up to $1\frac{1}{2}$ H.P.—capacities to 1570 G.P.H. Has all famous Jet-O-Matic advantages—at a new low price!

Sell the pumps that help you sell

THE BEST JET YET!

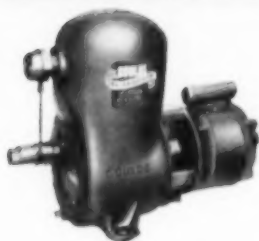
The new Goulds pump line has all of Goulds trusted dependability **plus** dozens of great sales-clinching features like these: self-priming... corrosion-resistant finish... safe motor loads... protected mechanical seal... solid stainless steel shaft... positive air charging... close-coupled construction... compactness... ease of installation... new low price!

SEE YOUR GOULDS DISTRIBUTOR for full details. Ask him about the Goulds plan for selling **More Pumps** in '57! Have him show you how the Goulds sensational new Profit-Maker Display spotlights your store as pump H.Q. This, plus Goulds hard-hitting campaign of national advertising, is guaranteed to be the greatest one-two sales punch the pump industry has ever seen. Call your Goulds distributor today — or write...

GOULDS PUMPS, INC. Dept. SH-157 **SENECA FALLS, N. Y.**

LDS

ALL NEW JET WATER SYSTEMS



Since 1850, when Goulds cast the world's first all-metal pump, Goulds skilled engineers have led the way to many of the industry's most notable water system advances. Outstanding among them — Goulds famous Balanced-Flow! Now — in 1957 — Goulds engineers have done it again — with these new-as-tomorrow jets!

In designing the new line Goulds engineers had one goal: to make a more compact, more efficient, more sellable pump — without sacrificing Goulds trusted quality and dependability. Result — the best jet yet! Best because so compact and easy to install. Best because so improved in pumping performance. Best because so competitively priced your customers get more pump for their money.

Exhaustive lab and field testing proved the A-1 dependability of these new Goulds pumps. Each unit meets Goulds standard of high-quality material and workmanship. Add to these the initial low cost and ease of installation and you've got a selling combination unmatched by any other water system. The best jet yet — for the best profits yet!

GOULDS PUMPS

for every home and farm need





To help salesmen keep in touch with prospects and customers, four of the company's seven trucks have been equipped with two-way radio. Here, Salesman Jimmy Rogers receives instructions from company to contact customer

the distributors' school set up to train irrigation equipment salesmen.

"We equipment salesmen seldom sell the prospect an irrigation system the first year we talk to him," Rogers said. "The average farmer holds off buying because he always thinks it will rain. Felkins is an above-the-average planter. But, like other farmers, he didn't think the drought would return year after year.

"This year he gave up hoping for rain and started cautiously with a sprinkler system for which he spent \$3,000. Within four weeks his cotton fields looked so much better than those of his neighbors that he was willing to spend \$1,500 more for additional irrigation equipment. Cotton harvesting time was, at that moment, still many weeks off, but he was so enthusiastic about the way his cotton looked, compared with that of his neighbors, that he has already spoken for a mechanical cotton picker, which he planned to buy in the fall."

Although this farmer is a renter, Rogers insists that a farmer is a prospect for irrigation equipment regardless of how he gets his land. Irrigation can be compared with fertilizer. If the farmer is convinced that its use will increase his profits, he will listen when a well-

trained salesman talks about irrigation pumps and sprinkler systems.

For \$4,500 Farmer Felkins irrigated 100 of his 300 acres this year. His water comes from a well. A high-pressure pump, driven by the power takeoff shaft of one of his tractors, lifts the water and takes it to the fields. The well yields 1,000 gallons a minute.

Rogers, with his training in irrigation equipment to aid him, was able to design the sprinkler system with which Felkins started. When the planter became enthusiastic over irrigation and wanted to invest in additional row irrigation, a soil conservation expert was called in for consultation.

"Planning for flood irrigation requires the help of an engineer," Rogers said. "It takes the engineer's skill and instruments to find the high sections of the land. But

here, in our organization, we salesmen are held responsible for setting up the irrigation system and making sure that it operates efficiently."

The salesman, aided by the farmer, installs the sprinkler system. The salesman, after determining the rate of soil infiltration of the farmer's land, recommends the size of sprinkler heads to be used. In this area, two inches of water can be put into the soil in four hours.

No charge is made for installing the irrigation system, which averages about \$4,000 in initial cost. The salesman calls back frequently, to make sure that the equipment operates satisfactorily.

His callbacks often have a secondary purpose — to reveal how neighbors are reacting to the increased growth of irrigated fields.

For several years in succession, about 15 irrigation systems have been sold annually in the area by this dealer with a trained sales force. The number is expected to increase until most of the more progressive farmers of the area are sold.

Training not only aids the salesman to sell irrigation systems but also to service them. The men in this organization are so well-trained that few repairs are referred to shop mechanics. Engine repairs are cared for by the three special mechanics, who, like the salesmen, have had training in irrigation systems. These three devote much of their time to installing and repairing pumps for irrigation.

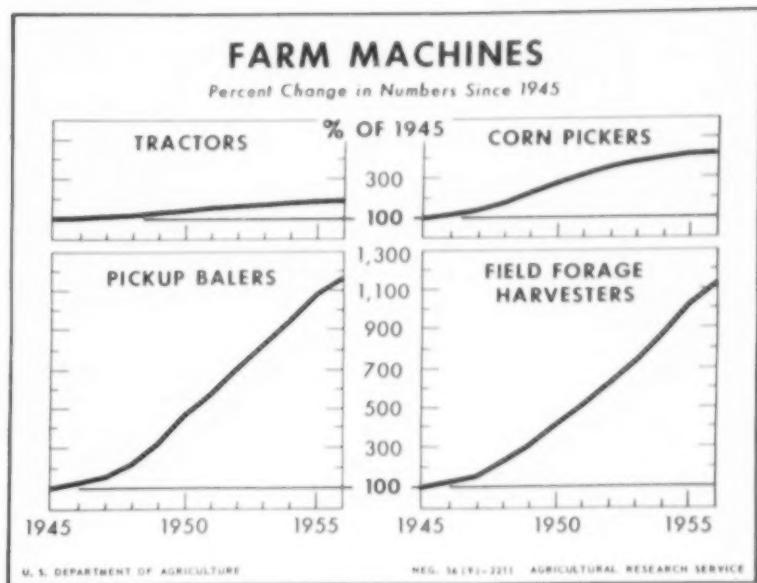
The aluminum pipes used for the sprinkler systems are practically indestructible, and never need repairs.

Different methods for securing water for irrigation are used in the
(Continued on page 144)

When properly engineered and installed an irrigation system such as Farmer Felkins', shown at right, soon pays for itself through increased crop yields during drought



Since 1940 the numbers of tractors and motor trucks on farms have tripled. Numbers of grain combines, corn pickers, pick-up balers, milking machines, field forage harvesters, and cotton harvesters have increased percentage-wise substantially more than numbers of tractors. Increases in numbers of tractors and many other machines have been accompanied by reductions in numbers of work animals and animal-drawn machines and equipment. Increased mechanization also has resulted in decreased man power



The Outlook for Farm Equipment

WITH A further increase in farm production costs expected during 1957, southern farmers will rely increasingly upon machinery as the surest means of lowering per unit cost of production and thereby reducing the cost-price squeeze.

In the current issue of *The Farm Cost Situation*, the Department of Agriculture predicts that cost rates in general will average somewhat higher in 1957 than in '56.

The government publication states that taxes per acre, interest rates, wage rates, and prices paid for farm machinery, vehicles, and motor supplies are expected to be moderately higher, while prices paid for building and fencing materials, farm supplies, feed, feeder livestock, and seed are expected to be about the same or slightly higher. The price of fertilizer is expected to average slightly lower per ton of plant nutrients, but slightly higher per ton of gross weight.

In all, the relationship between farm cost rates and prices received

by farmers is about the same as it was a year ago and about the same as in 1935-39 though considerably less favorable to farmers than it was in 1947-49. Since then prices paid by farmers for production items have increased about 15%. Prices received by farmers have declined about 14%.

The government publication predicts that cost-price relationships can be expected to continue at about current levels during the next 3 to 5 years.

Lower Per Unit Cost

"Nevertheless, many farmers will be able to lower their per unit cost of production, thereby reducing the cost-price squeeze so far as they are concerned."

Per unit of output, farmers are using more motor trucks, tractors, fertilizer and purchased feed than were used two decades ago. And farmers have found that it is cheaper to buy machinery than to use hired labor in getting their work done.

This was made particularly clear

during 1956 when farm wage rates averaged 4% higher than in 1955, the sharpest rise in farm wage rates since 1952. Farm wage rates are now about a fourth above 1947-49 and 300% above 1940 levels, and the level of rates is expected to go higher in 1957.

Despite the high level of wage rates the supply of labor was tight in many areas during 1956 and is expected to continue so in 1957. Because of this there has been heavy substitution of machinery for labor on all types of farms. However, the value of machinery used in relation to total hours of labor used is still relatively low on cotton farms in the South.

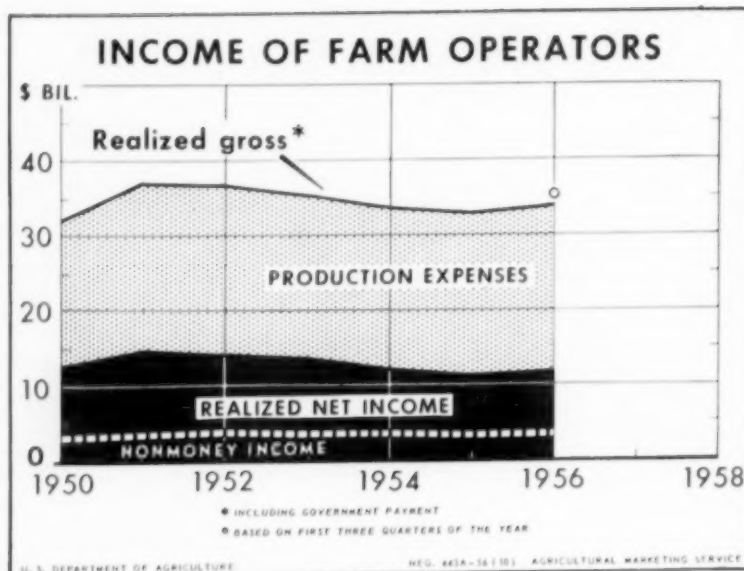
Prices paid by farmers for farm machinery and motor vehicles were about 5% higher in mid-September than a year earlier and about a third higher than in 1947-49. They are expected to be higher in 1957 than they were in the greater part of 1956.

The USDA points out that changes in retail prices of farm machinery tend to follow changes in wholesale prices. Wholesale prices of farm machinery have risen about 26% since 1947-49. From 1945 to 1951 these prices increased about 55%. Prices changed little again until September 1955 when they rose about 4%.

It is expected that the increase in wholesale prices in 1957 will be about the same as a year ago.

"In recent years, when supplies of machinery have been larger in
(Continued on page 136)

For the first time since 1951, net farm income turned up in 1956 and the prospects are that the trend will be continued in 1957. Through the first nine months of 1956 net income was at a rate 4% higher than in the previous year. While output may be reduced somewhat in '57 due to the Soil Bank, payments from the government plus generally more favorable prices point to an improved farm net income.



Department of Agriculture reports on the

The Outlook for Agriculture

FARM INCOME is headed for a further increase in 1957, according to the recent issue of the Department of Agriculture's "Demand and Price Situation."

The government publication points out that farm operators' realized net income in the first nine months of 1956 was at a rate some 4% higher than the 1955 average, the first upturn since 1951.

"While crop receipts next year may be reduced as a result of the impact of the Soil Bank on output of major crops, payments for participation in the program will operate to maintain farmers' incomes from these commodities. Cash receipts from livestock and livestock products could well show some increase, particularly from hogs and dairy products."

At the same time, farm production expenses in total may not be much different in 1957 from 1956. The government publication points out that cost increases stemming from higher wages and prices of industrial commodities will be about offset by smaller outlays reflecting acreage reductions under the Soil Bank program.

Meanwhile, some improvement in general level of farm product prices is likely in 1957, with prices of some of the basic commodities depending in part on price supports that at year-end were still to be announced.

The USDA announces however that "the increase will likely be small reflecting the prospects for a continued heavy supply situation for most farm products. The minimum price support for the 1957 wheat crop has been announced at \$2.00 per bushel, the same as for 1956. Prices of hogs will average higher and cattle possibly slightly higher in 1957 than in 1956, reflecting smaller meat supplies especially in the first half of the year. However, with farm wage rates, interest and tax payments and prices of industrial commodities continuing to increase, the parity ratio may continue around this year's level."

In all, farmers' realized gross income, including cash receipts from marketings and government payments was up about 2% as 1956 closed. Through the year's first three quarters net income was at

an annual rate of 11.7 billion dollars, compared with 11.3 billion for the whole year of 1955. Cash receipts from farm marketings totaled 23.9 billion dollars through October 1956 up more than 2% from the corresponding months of 1955. The volume of farm marketings is about 3% larger than last year's volume, more than offsetting slightly lower average prices.

The government publication points out that "allowing for expected crop acreage reductions under the Soil Bank program it seems likely that cash receipts from marketings of farm crops will be smaller than in 1956. Prices of farm crops may average slightly higher in 1957, but the volume of crop marketings will probably be reduced more than enough to offset the prospective increase in average prices. But with somewhat higher receipts from livestock and livestock prices, the decline in total cash receipts from all marketings is expected to be fairly small. This decline, however, will be more than offset by increases in Soil Bank payments.

"Because of reduced acreage,

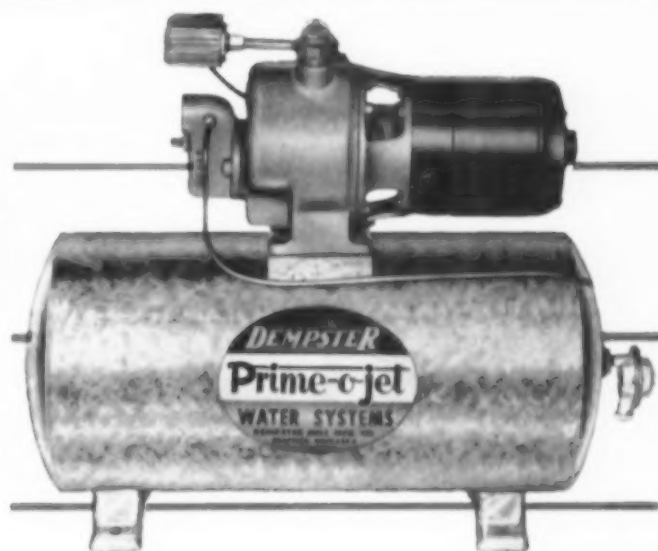
The Better Low Cost Pump For Your BIG Shallow Well Market

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There's a big market and a good profit in selling the Dempster Prime-o-jet! Compare its exclusive features with any other shallow-well pump of its price... note the self-priming advantage... many models to choose from... the high capacity and full 25 ft. suction lift. Here's a water system that opens the door to many sales where price has been a factor... yet of such high quality that you can sell it with confidence. Remember — Prime-o-jet, like all Dempster water systems, is backed by Dempster!

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Only Dempster Prime-o-jet offers all these features in a low-priced water system:

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- One Moving Part — For minimum wear.
- Heavy Brass wearing ring; corrosion-proof impeller shaft.

Write for illustrated Prime-o-jet folder and details
on the valuable Dempster Dealer Franchise.



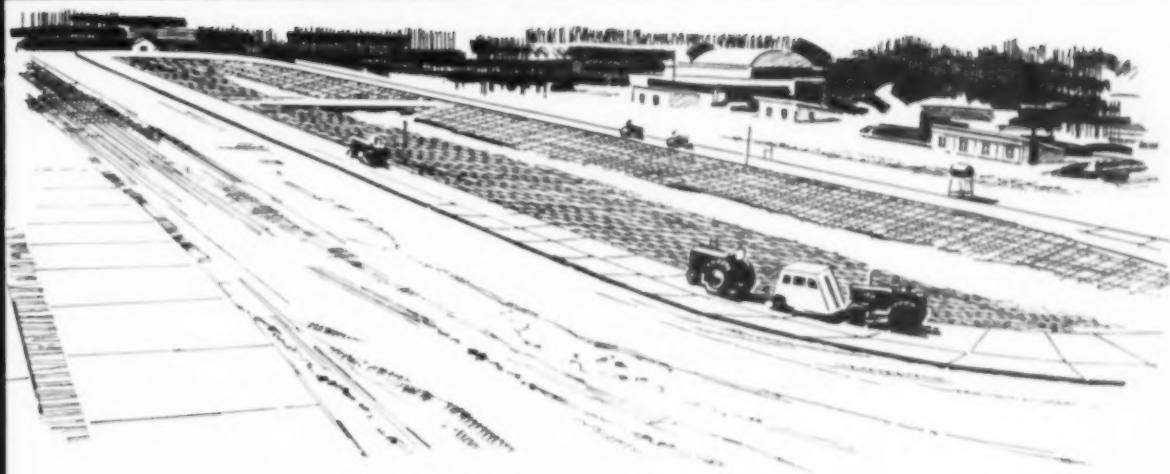
DEMPSTER MILL MFG. CO.

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Branches and Warehouses: Omaha, Kansas City, Mo., Des Moines,
Sioux Falls, Denver, Oklahoma City, Amarillo, San Antonio.

John Deere Tractors Set New Power and Economy Records in Official Nebraska Tests





Never before in the history of the Nebraska Tests have any single manufacturer's tractors established so many records for power and fuel economy. In a recent series of tests, John Deere set a new horsepower record for row-crop tractors with the "720" Series . . . four fuel-economy records for gasoline and LP-Gas models in the "520" and "620" Series . . . and an all-time, all-tractor fuel-economy record with the new "720" Diesel, shown here.

More than mere "on paper" records, the results of these tests show up dramatically in

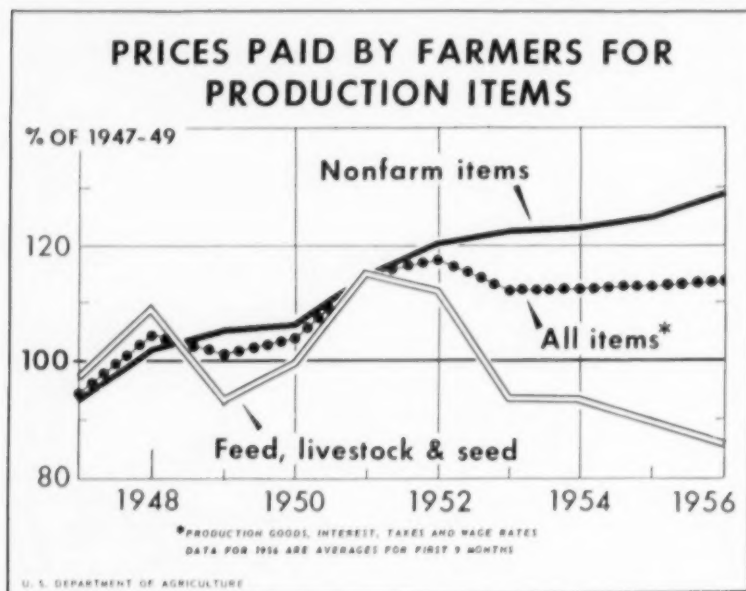
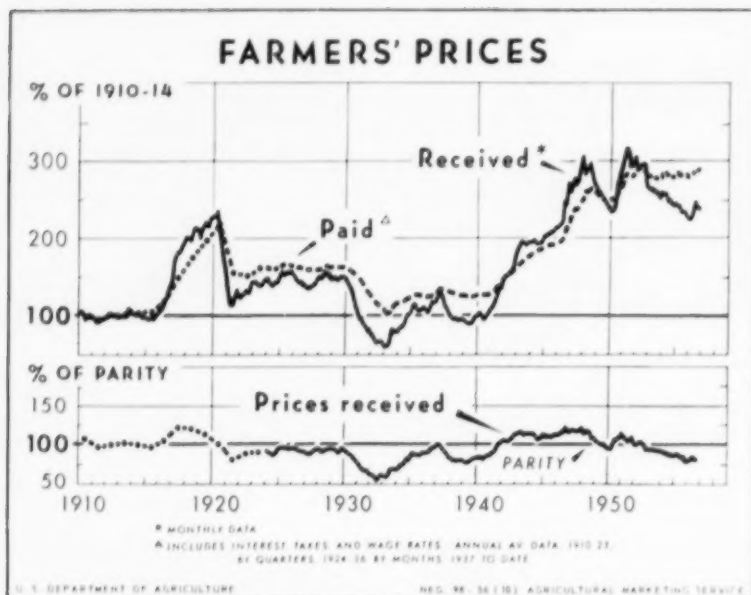
the field through greatly increased daily work output and lowered operating costs. These are the real dollars-and-cents reasons why more and more farmers are starting to farm the more profitable way—with modern John Deere Tractor power.



JOHN DEERE
MOLINE, ILL.

"Wherever Crops Grow, There's a Growing Demand for John Deere Farm Equipment"

THE "720" SERIES . . . MOST POWERFUL ROW-CROP TRACTORS ON THE MARKET. Three "720's"—a gasoline, an LP-Gas, and a Diesel model—all developed over 58 belt horsepower at sea level, calculated maximum horsepower based on 60°F. and 29.92 in. Hg.



production expenses in total are likely to show little change from this year's level, even though unit costs will be higher. Thus farmers' realized net income appears likely to rise further in 1957."

Supplies of farm products continue to be abundant. Large stocks, especially of cotton, wheat, feed grains, and rice were carried into the 1956-57 marketing year. Further, farm output in 1956, part of which will be marketed in 1957 is estimated to be a record high. Crop output in 1956 is about the same as in 1955, and production of livestock was slightly larger. How-

ever, large export programs probably will reduce stocks of cotton, wheat, and rice this season. Stocks of corn, on the other hand, are likely to increase.

Meanwhile, domestic demand for food and fiber is expected to continue at least as strong in 1957. The nation's population continues to grow steadily, and consumer incomes, now running about 5% above a year ago, are expected to rise further in the coming year. And, as the Department of Agriculture points out, expenditures will rise further as incomes increase.

The Outlook for Farm Equipment

(Continued from page 131)

relation to demand, dealers in many areas tended to dispose of machines and equipment at less than the regular list prices. This is frequently done by allowing more than the market value for 'trade-ins'. These tendencies have been most extensively followed in depressed agricultural areas, especially drought areas, and they can be expected to continue in the year ahead.

Domestic Shipments

"Domestic shipments of farm machinery and equipment in the current season will likely be about 20 percent below the 1955 level. Volume of farmers' purchases of machines and equipment in 1956 may well be the lowest in a decade.

"Farmers' purchases of machinery have been relatively large for more than 10 years and their inventories of tractors and other machinery and equipment have steadily increased. Since 1940 numbers of tractors and motor trucks on farms have tripled. Numbers of grain combines, corn pickers, pickup balers, milking machines, field forage harvesters and cotton harvesters have increased percentage-wise substantially more than numbers of tractors. Increases in numbers of tractors and many other machines have been accompanied by reductions in numbers of work animals and animal-drawn machines and equipment. Increased mechanization also has resulted in decreased dependence upon manpower.

Current Purchases

"Most of the current purchases of tractors and power machines are made to replace worn and obsolete tractors and tractor-drawn machines. This outlet—the replacement market—will increase greatly in importance in the years ahead.

"Along with the reduced rate of increase in recent years in numbers of tractors and machines on farms, there has been a decided shift toward larger tractors and complementary tractor equipment. . . . Farmers are adding additional acreages to their farms so they can use larger equipment economically."



BONUS POWER... ***for livestock jobs and choring***

Power choring, like field work, has become a standard tractor operation on today's progressive livestock farms. But there's a big . . . and easy-to-demonstrate . . . difference between ordinary power choring and Allis-Chalmers **Engineering in Action**.

For example, the two-clutch power control system, which has meant so much in PTO harvesting, is equally important in loader operation. It provides finger-tip control of tractor movement independent of bucket raise and lower.

Allis-Chalmers hydraulics, with the TRACTION BOOSTER system, also give outstanding performance on chore work. With the loader, higher hydraulic pressure delivers a fast, powerful lift . . . without awkward bulk in pistons and rams. With earth-moving tools, the TRACTION BOOSTER system provides necessary rear wheel

weight and grip for a multitude of jobs with blade and scoop . . . and with SNAP-COUPLER hitch, the changeover from field work to chore jobs is always minute-quick.

Power-shift wheels, too, are part of the changeover story. The tread is quickly widened for side-hill work and jobs requiring utmost stability . . . or narrowed for operation in close quarters.

Yes, for livestock jobs and material handling chores, the Allis-Chalmers tractor owner enjoys the greater utility and bonus power made possible by **Engineering in Action**.

ALLIS-CHALMERS, FARM EQUIPMENT DIVISION, MILWAUKEE 1, WISCONSIN

ALLIS-CHALMERS
Engineering in Action



TRACTION BOOSTER and SNAP-COUPLER are Allis-Chalmers trademarks.



Allied Lines



Power sprayers have proved to be an important line for the company



Installation of pumps and water systems help keep firm's mechanics busy

...bring those extra profits

AT A TIME when sales volume on tractors and other heavy equipment is off, a diversified selection of allied lines can go a long ways towards taking up the slack. That has been the experience of C. I. Brumback and Sons, Inc., farm equipment dealers in Winchester, Virginia.

"We have found that one way of meeting today's problems is through diversification of allied lines. By having enough lines that apply logically to your area you can keep your sales force and service shop busy throughout the

year," said Fred I. Brumback, president of the company.

"Try and test your subsidiary lines before adding them. In addition to our major lines the allied products we handle are water systems, sprayers, rotary mowers, hay conditioners, rotary wheel rakes, and back hoe. They will not only take up the slack in the off-seasons, but will stimulate sales of major equipment."

Located in an orchard area the company has carried sprayers and tanks supplying water for sprayers for many years. During Decem-

ber, January and February shop personnel are busily occupied with sprayers and tanks for next season's use.

Water systems pay off handsomely keeping from two to six shop employees busy throughout the peak season and two men busy the year round, in periods when heavier equipment may not be moving too fast.

"You cannot tie your profits down to one major line or one item. However, add only enough lines that you can take care of.

"By that I mean, know thoroughly from sales features to service the allied lines that you do carry. The minute an allied line gets shoved off in the corner because you don't have enough information on it and therefore do not push it, drop it," Brumback cautioned. "Do not take on all lines that come your way. Have a definite procedure for testing new machines before you tie up your capital. Make sure parts are quickly available, and that the products do not require too many parts. Moreover, have your mechanics attend schools in the maintenance of the equipment so that you have full and well-rounded information for proper servicing."

Brumback advises placing a new machine on trial with a good customer for several days or a week once a dealer's interest in the line has been stirred. Study the opera-

(Continued on page 146)



Rotary mowers are widely used in an orchard area and company has tapped this extra source of sales. In two years, more than 50 have been sold

MM Names Manager for Retail Sales Department

GEORGE D. Dodson, manager of Amarillo Division of Minneapolis-Moline Co., Minneapolis, Minn., has been appointed manager of the newly-organized retail sales department, according to Henry S. Reddig, senior vice-president of the farm and industrial equipment manufacturing firm.

The new department has been organized to study retail operations of farm equipment dealerships, to give the company a first-hand knowledge of problems at the dealer level, and to provide MM dealers with the latest and best information about conducting a farm equipment business in a most efficient and profitable manner.



George D. Dodson

Dodson joined Minneapolis-Moline in 1929 at Dallas, Texas. He became division manager at Amarillo in 1952. At present he is making a thorough investigation of retail store operation together with the new MM manager of market research, Stephen K. Plasman. The new retail sales department has been elevated to a staff function reporting directly to Henry S. Reddig, senior vice-president of the company.

IH Appoints Edwin Cogan as Loynachan Retires

P. V. MOULDER, president, International Harvester Co., Chicago, Ill., has announced the appointment of Edwin O. Cogan as general manager of the company's fiber and twine division. Cogan succeeds Neil Loynachan, who is retiring after more than 34 years of service with the company.

New CAMPBELL CHAIN *Exclusive* "MEASURE-MARK"



Chain sellers and buyers everywhere have been quick to recognize these advantages of new Campbell "Measure-Mark" Chain . . . furnished at no extra cost!

QUICK, EXACT MEASUREMENT



Marked every 5 feet—pre-measured for easy handling and exact measurement.

COLOR-CODED IDENTIFICATION



GREEN—Proof Coil



RED—BBB



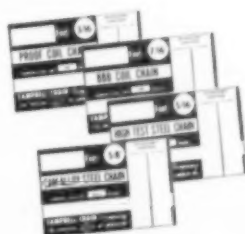
BLUE—High Test Steel



ORANGE—Com-Alloy Steel

Color-mark on the chain instantly and positively identifies grade of chain—in or out of the container.

INVENTORY CONTROL LABELS



Space provided for "Perpetual Inventory" control. Guaranteed footage marked on label.

STANDARD PACK—MARKED BY FEET



In each container, standard footage by chain size—for each grade. Standard package cost.

Ask your Campbell representative—or write us for full details on this revolutionary new chain development.

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At a recent press conference in Atlanta Irving A. Duffy, vice-president and general manager of Ford's tractor and implement division, estimated that the industry's dollar sales would be up 17% in 1957. At left is Henry C. Heerman, president, Southeast Ford Tractor Co., and at right, K. F. Marlen, manager of the Atlanta regional sales office



Ford Tractor Chief Predicts Increase in Industry Sales in '57

A FOUR PERCENT jump in the nation's gross farm income and a resulting increase in sales of farm machinery and equipment were predicted recently by Irving A. Duffy, vice-president and general manager of Ford Motor Co.'s tractor and implement division.

In a press conference in Atlanta, Georgia, Mr. Duffy described the future as a bright one for the farm equipment industry. "We have reached the turning point in farm economics," he said. "Present indications point to a steadily rising farm income which will reverse the downward trend of the past seven years. Because of soil bank payments net farm income may rise even further."

In all, the industry's dollar volume of sales should be up 17% in 1957, Mr. Duffy said, emphasizing that "we of the tractor industry are backing the expected rise with our investments."

He described 1956 as a "very disappointing year" intensified by the continuing drought in the middle west. In contrast with this area, he said, farmers in the Southeast showed much more stability. He credited this, in part, to the progress which had been made in diversifying southern agriculture.

The job of the farm equipment dealer, he continued, is to make farmers aware of what is available to them mechanically. "This is especially important at a time

when high production costs are cutting into farm profits."

Mr. Duffy stated that the farmer's job would be made easier in the future as plans presently in the works call for many mechanical innovations in equipment.

"In 10 years the tractor will be an entirely different looking kind of thing." Through refinement of the tools for which tractors provide power many farming operations will be compressed into one. More attention will be given to operator comfort with cabs that protect the operator from cold and heat. Tractor engines will be more efficient and traction will be improved.

IH Adds Three Brands of Baler Twine to Line

INTERNATIONAL Harvester Co., Chicago, Ill., recently announced the manufacture and sale of five brands of baler twine. In addition to McCormick and International brands, the first line twines sold by the company for many years, IH will manufacture three other baler twines, Economy, Custom, and International Shippers brands.

The long-spun Economy brand, recommended for 36-inch bales of hay, has the most footage per pound and ties the most bales of hay. Average tensile strength is 290 pounds, feet per bale of twine

is 10,000, and a bale of twine ties approximately 555 36-inch bales of hay.

The Custom brand runs 8,000 feet. Average tensile strength is 290 pounds.

International Shippers brand is for use on large heavy hay bales or where the operator wants an unusually secure bale of hay for long storage or shipment. It has an average tensile strength of 410 pounds and runs 7,000 feet to the bale.

McCormick and International brand baler twines run 9,000 feet to the bale, have an average tensile strength of 325 pounds, and a bale of twine ties approximately 500 bales of hay. In the limited binder twine field, the company will continue to manufacture the International and McCormick brands.

Oliver Farm Sales Near 1955 Level

NET SALES of The Oliver Corp., Chicago farm and industrial equipment manufacturer, for the fiscal year ended October 31, 1956, were approximately \$107,500,000 as compared with sales of \$133,600,000 in 1955. Alva W. Phelps, chairman of the board and president of Oliver, reported recently. The drop in sales was principally due to a reduction in sales of defense products since sales of regular products were approximately \$97,000,000, or about five percent lower than in 1955. Sales of Oliver's industrial division were 12 percent greater in 1956 than in 1955.



FRIENDLY Like

Federated Mutual

Friendliness is sometimes lost as a company grows large. It's sometimes lost under the pressure of modern business. But *Federated Mutual* was "born" and "raised" in a friendly town, in Owatonna, Minnesota. Mr. C. I. Buxton, *Federated's* founder was certainly a wise and far-sighted businessman. But if you knew him, that isn't what you remember about him. You remember that smile, that twinkle in his eye, that friendliness that came first with him, and has come first with his company ever since.

Thanks to both heredity and environment, you'll find *Federated Mutual* a friendly company with which to do business. Home Office, Owatonna, Minn.



Insurance at a Saving for BUSINESS • HOME • CAR



TRADE ASSOCIATION MEMBERSHIP DOESN'T COST, IT PAYS

M. B. Walthall Named President of SFEM at Convention in Tennessee

MORE THAN 100 persons attended the annual convention of the Southern Farm Equipment Manufacturers association, held in October at the Lookout Mountain Hotel in Chattanooga, Tennessee.

The southern group is completing its first year as a division of the Farm Equipment Institute.

The association elected as president for the ensuing year M. B. Walthall, Taylor Implement Manufacturing Co., Athens, Tenn. Serving with him will be: Robert H. Powell, Powell Manufacturing Co., Wilson, N. C., vice-president and treasurer; and T. L. Mullen, Rome Plow Co., Cedartown, Ga.; Toombs Howard, Columbus Iron Works, Columbus, Ga.; C. B. Griffen, Harrington Manufacturing Co., Lewiston, N. C.; John T. Phillips, Jr., Lilliston Implement Co., Albany, Ga., and William P. Willson, Athens Plow Co., Athens, Tenn., directors.

Associate members will be headed by L. T. Early, Atlanta branch manager of Goodyear Tire and Rubber Co.

Ford Advises Dealers of New Finance Plan

A WHOLESALE finance plan covering all new Ford tractors and equipment is being made available to Ford tractor and implement dealers throughout the United States, according to E. H. Woods, general sales manager, Tractor and Implement Division, Ford Motor Co., Birmingham, Mich.

The plan will permit dealers to carry larger inventories of merchandise to meet more adequately the needs of their customers.

Woods, in advising dealers of the plan, noted it will be "administered by an experienced national finance organization" and is "competitive with plans available in the farm equipment industry." He said it is designed to offer "new opportunities for increased sales of Ford equipment."

The new plan, featuring a low down payment and no curtailments, interest, or flat charges, will be available through Dear-

born Motors Credit Corp., a subsidiary of Commercial Credit Co.

Financed equipment, in addition to being fully covered by fire and theft insurance at no cost, will be carried for up to one year under original and extended maturity provisions in the case of tractors and implements, or for two harvest periods in the case of major harvesting machinery.

Commercial Credit Co. also plans to offer a retail financing plan through Dearborn Motors Credit Corp.

No. 500 Hydraulic Loader Introduced by New Idea

A NEW HYDRAULIC loader is announced by New Idea Farm Equipment Co., Coldwater, Ohio. The No. 500 loader has a frame and sub-frame which fits row crop and adjustable front axle tractors.

Only mounting brackets, hose, and trip lever support vary on some tractor models, requiring minimum dealer inventories. It can be mounted or removed quickly so the tractor can be used for other farm jobs. With mounting brackets in place, the loader can be easily installed by one man in 15 minutes, the manufacturer states.

Three mounting points for cylinders give a selection of lifting heights and capacities. Double-acting hydraulic cylinders, except on Allis-Chalmers WD and WD-45, serve as their own oil reservoir so

that no extra supply tanks are needed. Single acting high pressure cylinders are used on AC tractors.

The new loader has a lift capacity to full height of 2,000 to 2,400 pounds, depending on the tractor's hydraulic system, with an additional 25 percent breakaway capacity for pulling apart heavy, packed manure.

A tine bucket with double tapered rectangular tines made of heat treated steel is standard equipment. The teeth are individually replaceable. A dirt plate is available as an accessory.

The balanced bucket automatically relatches after being tripped. Trip linkage is made of three jointed steel rods, not rope or cable.

Available as an accessory is a parking stand that makes mounting a one-man operation. Detachable couplers are available.

At the present time, the New Idea loader fits the Allis-Chalmers WD and WD-45, Deere 50, 60 and 70, and Farmall 300 and 400. The manufacturer states that it will fit other tractors soon.

Cockshutt Names General Manager

APPOINTMENT of George A. Uhlmeier as general manager of Cockshutt Farm Equipment, Inc., Bellevue, Ohio, has been announced by C. Gordon Cockshutt, president and board chairman of Cockshutt Farm Equipment, Ltd., Brantford, Canada.

Uhlmeier, prominent for many years in mid-West public utilities circles, resigned as assistant vice-president for the Iowa-Illinois Gas & Electric Co., in Rock Island, Ill., to join the 118-year-old farm implement company.



John Deere Announces New Hookup Equipment

NEW HOOKUP and drive equipment adapts the John Deere hay conditioner for use with John Deere No. 5 and 20-A center-mounted mowers, the John Deere company of Moline, Ill., announces. With this combination of equipment, one man, one tractor, and one quick trip over the field are all that is said to be required to cut



and condition hay crops.

The equipment connects and disconnects easily to permit use of the mower without the hay conditioner.

Present owners of a John Deere No. 5 or 20-A mower and the hay conditioner can obtain the hookup and drive equipment for field installation.

IH Announces Heater for Farmall Tractors

A NEW TRACTOR heater that fits on most Farmall tractors was announced recently by International Harvester, Chicago, Ill. The heater



is designed to protect the operator from inclement weather and at the same time, divert engine heat past the driver to keep him warm.

The operator is protected from the weather by wide, wrap-around wings on both sides of the windshield. The windshield is low enough that the operator can see both front wheels of the tractor even when sitting down. Framework, made of rigid angle-iron, is installed without special tools.

Cover over the framework is made of premium-weight, weather-proofed canvas, Nylon sewed for

extra strength. The triple-thick plastic used in both the windshield and the side wings is tinted, to reduce glare. Special cooling flaps in the sides of the cover may be rolled open and snapped in place on warm days. Two pockets are located inside the cab, one for tools and the other for the operator's coat.

The new tractor heater will fit on the Farmall 300, 400, and 400 Diesel. By using a conversion kit, it will also fit the Farmall H, M, MD, Super H, Super M, Super MD, Super M-TA, and Super MD-TA.

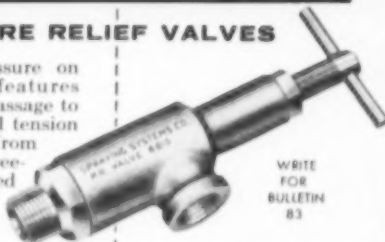


NEW MEMBERS OF THE TEEJET SPRAY NOZZLE FAMILY

to increase your sales and profits in '57

PRESSURE RELIEF VALVES

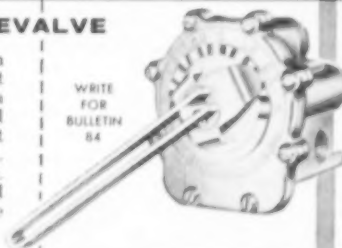
To control spraying pressure on spray rigs. Exclusive features include extra-large valve passage to eliminate clogging . . . dual tension springs for full sensitivity from low to high pressures . . . free-floating seat, no gasket used . . . pressure setting lock. For all chemicals.



WRITE FOR BULLETIN 83

TEEVALVE

For selective spray control in boom spraying. Built with auxiliary outlet for spray guns . . . and for use with BoomJet nozzles. Exclusive control lever design lets operator select setting with valve in "Off" position. Quick flip of lever opens valve. Easier to use, saves time and chemicals. Quality, trouble-free poppet valve action.



WRITE FOR BULLETIN 84

No. 7130 SUCTION STRAINER

Easy hose shank connection. Fits through any standard container opening. Withdraws liquid to within one inch of bottom. Choice of aluminum or all stainless steel to meet all corrosion problems.



WRITE FOR BULLETIN 85

plus THE QUALITY LINE OF TEEJET SPRAY NOZZLES

. . . with interchangeable orifice tips . . . BoomJet spray nozzles . . . GunJet spray guns. Sold through America's leading spraying equipment manufacturers and their distributors.

SPRAYING SYSTEMS CO.

3277 RANDOLPH ST. • BELLWOOD, ILL.

THE WORLD'S FOREMOST DESIGNERS AND PRODUCERS OF FARM SPRAY NOZZLES



WRITE FOR CATALOG 30



New Holland Introduces Combined Mower-Crusher

LARGER crushing rolls, a deflecting baffle, and exclusive roll pickup are incorporated in a mower-crusher recently introduced by New Holland.

The crushing rolls are a foot in diameter and smooth instead of corrugated. They adjust from zero to 5,000 pounds pressure for maximum adaptability to crops. The larger size is said to prevent wrapping, give more surface contact, and to cut down roller speed to give more thorough crushing, less leaf stripping and longer roll wear.

With no corrugations to slip through, hay can't get through the rollers without being crushed, the manufacturers state. The entire length of the stem is split open, not just crimped at intervals. This increases the evaporation area and makes field drying up to twice as fast.

A deflecting baffle up-ends the hay as it is discharged, tipping stems upward so they dry out at more nearly the same rate the leaves do.

The exclusive pickup that makes use of a slatted metal roll instead of fingers gives positive pickup that permits ground speeds up to seven miles an hour, and eliminates pinching off and stubble pulling by the crushing rolls.

With the power take-off Model 440 mower-crusher, the mowing and crushing operation combined now takes no longer than just mowing. As the mower cuts a new swath next to the tractor, the crusher gathers in the swath mowed on the previous round. This

permits crushing directly behind the tractor for less side draft. It also avoids running over crushed hay.

The mower-crusher is pulled by any two-pow tractor. The operator controls the whole operation from the tractor seat. A single hydraulic cylinder raises and lowers the cutter bar and the crusher pickup, and a rope control operates the pickup independently.

The crusher attaches to any New Holland Model 40 series mower and also comes separately as the Model 400. Its over-all width is 7' 9" and its length is 5' 8". The combination is 9' 1" long. Maximum height of mower and crusher together is 4' 2"; the crusher alone is 3' 2". Together they weigh 1750 pounds—400 pounds more than the crusher alone.

The Model 400 is semi-mounted on two wheels with 7' tread and 4-ply 4.80/4.00 x 8 tires.

Irrigation Sales Add \$75,000 Annually

(Continued from page 130)

area, and the salesmen work carefully with the farmer to get him started. Most farmers have wells, but many pump water from streams, and some build reservoirs to fill up during the rainy season.

"Personal contacts and dependable service sell irrigation systems," Rogers said. "Advertising alone just doesn't do it. The farmer reads the advertising and sees and hears it on television, but he doesn't connect irrigation with himself until the equipment deal-

er's well-trained irrigation salesman calls on him, and keeps repeating those calls."

To help salesmen keep very closely in touch with prospects and customers, four of the seven service trucks have been equipped with two-way radio. Not a day passes but the salesmen receive instructions from office headquarters to call on farmers in the area. The two-way radio aids in getting a truck to the farmer almost immediately. Farmers with irrigation systems that need a little adjusting know that the salesman who sold the equipment will be on hand shortly to make everything work smoothly.

Because Manager W. D. Jones wants his salesmen to work together in the smoothest cooperation, he has all his men on straight salary—an excellent salary, with raises coming regularly. Each man has his own territory and his own customers, yet all work together to help each other and to spread enthusiasm for irrigation in the trade area.

Sales Meetings

Twice a week sales meetings are held, for irrigation equipment mechanics as well as the salesmen who have had that special training to sell the equipment.

Results from irrigation are so impressive that banks and other financing organizations aid in promoting the sale of irrigation equipment. The sprinkler systems especially attract attention. When one is in operation, traffic passing the farm slows down, and questions are asked. The farm owner or renter often starts cultivating a new prospect by urging him to see "the dealer with the salesmen who understand irrigation."

When a farmer can afford to start only in a small way, the salesman does not urge him to invest too much. The irrigation pump and enough of the movable aluminum pipe to water 10 acres a day can usually be bought by a renter on fairly prosperous land. The bank or finance company usually accepts a reasonable down payment, and gives two years to liquidate the debt. Two years of irrigation nearly always increases the farmer's prosperity to where he is in the market for new farm machinery.

"Selling irrigation equipment is a good way to insure more volume all the way 'round," Rogers concluded.

Used for both narrow and wide-row crops the Flexi-Planter consists of self-driven units which clamp on any 1½ to 2¼-inch square tool bar. Units will plant sugar beets, beans, soy beans, corn, sorghum

New John Deere Planter Has Wide Adaptability

THE NO. 70 SERIES Flexi-Planter, a unit-type precision drill with a wide range of applications, was introduced recently by John Deere, Moline, Ill. The Flexi-Planter may be used for both narrow- and wide-row crops.

The planter consists of self-driven units which clamp on any 1½- to 2¼-inch square tool bar. These units will plant sugar beets, edible beans, soybeans, corn, maize, sorghum, and many types of vegetable seeds. Rows can be spaced as narrow as 13 inches. The 13 planting rates range from five to 20 feet of forward travel for every revolution of the seed plate. Because the units are self-contained and self-driven, they can be used on front-mounted cultivator frames as well as on rear tool bars. Four of the Flexi-Planter Units, mounted on a John Deere No. 9A Tool Carrier, are shown in accompanying photo.

Special hopper equipment for use with monogerm or processed beet seed includes a smooth, stainless-steel tube to aid free fall for more accurate spacing. Seed falls only 12 inches from hopper to furrow.

Each unit floats on a parallel linkage for uniform-depth planting on uneven ground, and is mounted so that 85 percent of the weight is carried on the drive wheel and the trash-cutting double-disk opener. Penetration and drive are aided further by adjustable spring down-pressure of as much as 80 pounds.

The drive wheel is equipped with a semi-pneumatic rubber tire. This triple-duty wheel also gauges the planting depth and serves as a self-cleaning press wheel. Extra sprockets for changing the seeding rate are stored inside the drive housing together with a seeding chart.

Other handy features include a seed quantity gauge on the half-bushel hopper, and a pointer that shows planting depth settings from near-surface to four inches.



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the miracle of modern cutting.



Rolling, Folding Drawbar Introduced by John Deere

BACKBONE of the new John Deere king-size spike-tooth harrow is the No. 1 Wheel Harrow Drawbar, according to the manufacturer. This rolling, folding drawbar is designed so that one man can handle as much as 48 feet of spike-tooth harrow, working as much as 280 acres a day and moving from field to field quickly and easily, company officials state.



For transport, it is not necessary to unhitch the harrow sections from their drag chains. The sections are hung up on racks, and the outer "wings" of the drawbar are folded back and locked, making a compact rig, 9½- to 12½-foot wide, and the outer wings come in nine sizes to fit various harrow sections. Total working width is 27 to 48 feet.

In working position as well as in transport, the drawbar is said to be surprisingly maneuverable and easy to handle. The tractor can be turned sharply without catching the harrow. There is no "hiking up" of the center part, because the wide center with its long A-frame hitch provides greater stability.

Allied Lines Bring Those Extra Profits

(Continued from page 138)

tion of the machine in the customer's field to learn whether it is adaptable to the conditions in your area.

He cited the rotary mower as an example of a machine needed in an orchard area where the problem of tree trimming, cutting and shredding of big wood is present. Tried at the orchards of two reliable customers, the rotary mower was also observed in operation by sales and shop personnel who were able to get some experience handling it. It was a machine that could be mastered quickly as far as operation and maintenance were concerned and was acceptable in the orchards. In the two years the company has handled them, more than 50 have been sold.

"Stay with an item to see whether it does the things the manufacturer says it will. Satisfy yourself that it is an item you want to stand back of and merchandise. After a crop is picked and traffic starts coming into your store, and customers start thinking about next year's crop, learn who might be in need of the allied machines you are carrying and go call on them," Brumback said, indicating that this procedure with sprayers resulted in sales from November through January.

In recent trials of bale hay loaders, observation proved the machine a good time- and labor-saver with no parts inventory necessary. Parts could be made in the shop. Therefore, this machine was added to their line.

With regard to service and maintenance, Brumback advises that the dealer be familiar with the component parts and their function. He does not advocate in his shop a tearing down and reassembling in routine fashion.

"If your machine is missing, why is it missing? Check the trouble out and get at the source of weakness. Analyze its operation as you take it apart. If the sparkplugs have been replaced and operation is still not good, your routine approach of disassembling without analysis was not satisfactory," he continued.

Once you have definitely decided taking on a line, get it before the public, he advises. Supplement store promotion with individual farm - to - farm demonstrations. Learn from your list of growers who possibly may be a prospect. Try to arrange with him an appointment for a demonstration.

"We use newspaper advertising two or three times a week for a season or for a period, when a new line has been taken on," added the dealer.

He indicated that a satisfying new machine often helps to sell major equipment.

"Be progressive with new equipment appearing on the market. Be cautious but be willing also to give new machines a try. They will keep you in bread and butter," Brumback concluded.

CONVENTION DATES

Carolinas, Jan. 20-22, Hotel Charlotte, Charlotte, N. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, N. C.

Mar-De-Va, Feb. 10-12, Emerson Hotel, Baltimore, Md. Secretary, Millard E. Eyler, Box 285, Winchester, Va.

Mid-South, Jan. 21-22, Hotel Peabody, Memphis, Tenn. Secretary, Thad Carraway, Chisca Hotel Bldg., Memphis.

Oklahoma, Feb. 3-5, Skirvin Hotel and State Fair Grounds, Oklahoma City, Okla. Secretary, Aaron Gritzmaker, 515 Midwest Bldg., Oklahoma City, Okla.

Texas, Jan. 27-30, Shamrock Hilton Hotel, Houston, Texas. Secretary, Ray M. Souder, 1108 Gibraltar Life Bldg., Dallas, Tex.

Tri-State, Feb. 10-12, Herring Hotel, Amarillo, Texas. Secretary, R. B. Allen, Canyon, Tex.

Virginia, Feb. 3-4, Hotel Roanoke, Roanoke, Va. Secretary, David Raine, 1103 E. Main St., Richmond, Va.

7-Point Program Triples Service Sales

(Continued from page 122)

(2) Extended service to all farm equipment, regardless of make, and encouraged and promoted a close feeling between service men and customers. Fallis believes that the service man is closer than anyone else in the organization to the customer and he can do much toward building goodwill and future new equipment sales by his friendly relations with customers.

"After we sell a piece of equipment, the man who sees that customer thereafter is someone in the service department," Fallis emphasizes. "The nature of the customer's relations with the service department governs to a great degree whether or not we sell him his next piece of equipment."

Dick Kelch is superintendent of the six-man service department. He meets all customers and is a working superintendent.

(3) Installed time clock, not only to make the men more conscious of the value of time but to enable them to keep accurate time on all jobs performed. This has helped not only in pricing jobs not under the flat rate program but also in revising flat rate prices based on experience.

At first the service men showed some resentment of the time clock, Fallis said; but he was able to sell them on it by stressing its value to the customer and the aid it provided men themselves in evaluating their own time.

(4) Established a program of promotions patterned to take up slack during normally dull periods in the shop. One of the most successful of these is a flat rate offer for the overhaul of cotton picker drums. This offer extends from November to and through February, at a time when cotton pickers are not needed by the customer and when other service volume is low. Last season the shop overhauled more than 100 drums. The job consists of removing the drum from the frame, tearing it down, thoroughly cleaning it, replacing any worn parts and re-installing it. Because there is no rush for any such job during winter, it is possible for the shop superintendent to work in these drum jobs when the men are not busy on something more urgent. As a consequence, the program not only adds volume and profit, but provides a means of utilizing what might be lost time

of some of the men otherwise.

Another promotion that has added materially to profit and volume is a flat rate promotion on the complete overhaul of tractors. The flat rate varies according to the make and model of the tractor. This promotion comes in October and November, just prior to the drive for cotton picker drums.

By the time these two promotions are over, the shop is filled with routine business as a result of spring and summer operations during which time no special promotions are needed to keep the shop busy.

(5) Built a combination shop office and diesel injection pump room. It is air conditioned and kept free of dust, so that diesel injection pumps may be overhauled and repaired quicker and more satisfactorily. Superintendent Kelch operates this unit of the shop exclusively.

(6) Sold new equipment salesmen on the value of pushing service department. Fallis declares that he has been able to induce salesmen to sell their prospects on service by pointing out to them the sales value of a good service department. "They understand now that if they can induce a prospect to start using our service department, he becomes an easier

prospect to sell new equipment," he explains.

"When a prospect comes to the shop two or three times with his old equipment and sees that we go out of our way to help him, he is a lot more inclined to buy his next new equipment from us, even though he has never bought anything from us before. The salesmen can see that and as a result they talk up our service wherever they go, even though they do not actually make a commission on service business they influence to come to the shop."

(7) Spent the major portion of the advertising budget on the service department, with the idea that if customers would patronize the service facilities new equipment sales would follow naturally; and they have, Fallis declares. Advertising goes into newspapers and radio, with an occasional direct-mail piece to farm machinery owners throughout the trade area.

"We thoroughly believe the way to get new equipment business is through the 'back door' — the service department," Fallis stresses. "Anything that we can do to bring more farmers into the service department, the more new equipment we sell. That, at least, has been our experience over the past two years."

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BARON CREAGER, Southwestern Editor
(7713 Inwood Road, Dallas 9, Texas)

CHARLES E. SMITH
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J. A. MOODY
Production Manager

Business Representatives

E. L. ROGERS, 299 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4959;
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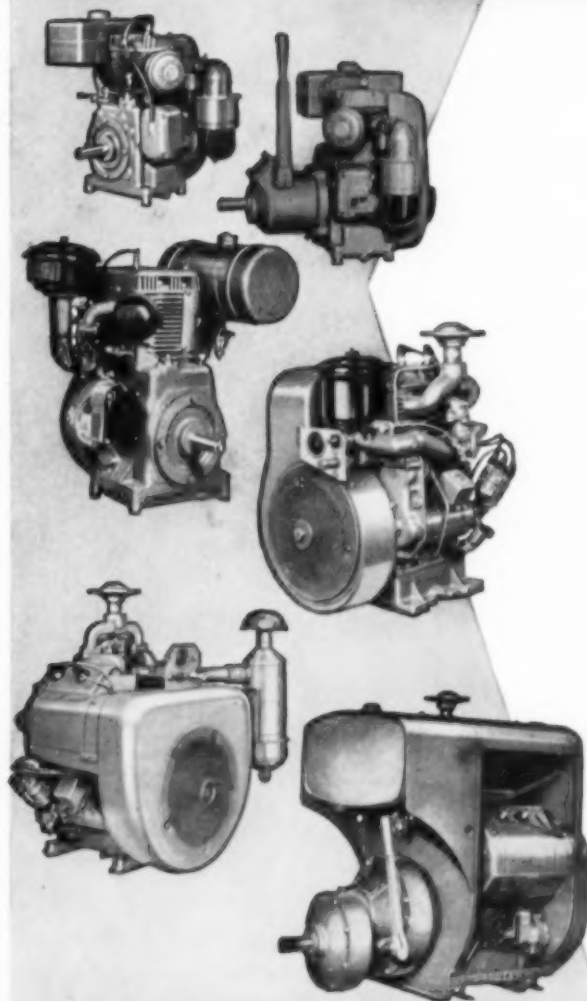
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CRAWLERS
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October 23, 1956

Rototiller, Inc.,

Troy, N. Y.

Attention: Mr. C. W. Kelsey

Dear Sir:

I fell in love with "Tilly" the first time we met.

We have sold and serviced between five and six thousand Rototillers within twenty miles of our shop, every one on a money back guarantee that it would do the job and the owner be satisfied. I have yet to have one brought back and don't worry about it a bit.

I have never felt the need to handle any other line of garden tractors or tillers and have consistently sold more Rototillers in this area than all the other garden and tiller varieties put together. It is just a matter of letting a potential user handle one on his own work in his own garden and sell himself on having the best there is. It's just that easy. The company has kept ahead of the parade with improvements, new ideas and fine advertising.

"Tilly" and her sisters have been mighty good to me.

Yours,



R. R. Riddle

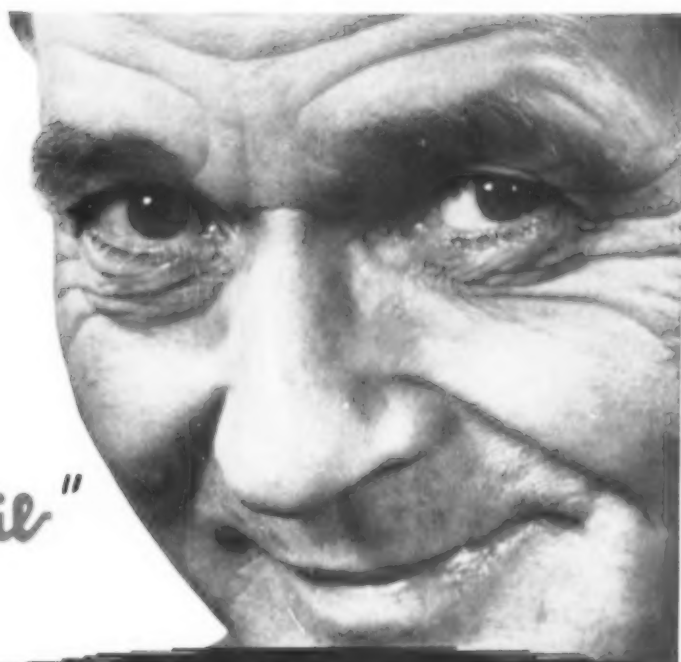


ROTOTILLER®

NOT ONLY do the big, independent dealers find ROTOTILLERS highly profitable, but Garden Equipment and Chain Saw dealers are fast learning that ROTOTILLERS fit in perfectly and most profitably with their other items.

ROTOTILLER, Inc., Dept. M-3, Troy, N.Y.

the "I'll take
Red Devil"



"Glass Cutting's my business and, like most others in my line, I use nothing but Red Devil Glass Cutters. They give smoother, cleaner cuts, they last longer, and cost no more. They're the only ones with the blue tipped red handle."

"Fellows who work for the big glass factories tell me Red Devil Glass Cutters are the favorite there too."

"That's why, when I see Red Devil Glass Cutters on display in a store, I figure *there* is a dealer who knows what it's all about—a man whose advice on *any* tool is worth listening to."

Red Devil makes more glass cutters than anyone else.

Red Devil has made more improvements in glass cutters than anyone else.

Red Devil makes better glass cutters than anyone else.



1819

Red Devil Tools.

UNION, N. J.

Red Devil's new "Fight Unfair Competition" pricing policy gives you an extra 8% profit—40% or more on this line—to better fight price cutters with aggressive promotion at the local level.



Here's what makes **Master** SECRET SERVICE PADLOCKS *the Worlds' Finest!*

**POWERFUL
LAMINATED CASE**
Layer on layer of hard wrought steel plates . . . each cut out just enough for its part of the mechanism.

**LARGE BRASS
LOCKING LEVER**
Extra wide, extra heavy. Patented design protects against "rapping". Driven by stainless steel spring.

**CADMIUM
RUSTPROOFING**
Expertly plated with pure cadmium for protection against rust . . . for longer life!

**BRASS CYLINDER
PIN-TUMBLER
SECURITY**
Phosphor bronze springs, nickel-silver pin-tumblers. Finest protection known to lockmaking!

**CYLINDER
RETAINING PLATE**
Insures smoother pin-tumbler action by preventing misalignment.

**HEAVY, HARDENED
STEEL SHACKLE**
Maximum strength and grip. Strong spring tension; self-locking; swivel action.

**EXTRA-STRENGTH
RIVETING**
Heavy riveting on special presses under pressures up to 300,000 lbs. Makes case stronger than a solid block of steel!

**SUPERIOR
TENSILE STRENGTH**
Shackle deeply imbedded, firmly gripped. Stronger resistance to "pull out" by actual test!

PRECISION CUT KEYS
Beautifully coined, individually milled. Practically unlimited key changes.

SPECIAL ORDER SERVICE
Master-keyed and keyed-alike sets mean extra business for you.

**ORDER FROM
YOUR WHOLESALER**
Simply "write in" the number of dozen you need, add your name and address across the bottom of the page, and mail to your wholesaler—or hold for salesman's call.



**\$2.00
RETAIL**

WE NEED ☐ dozen No. 5
Rugged 2" laminated steel padlock. Finest brass cylinder, pin-tumbler security. Brass locking lever. Cadmium rustproofed.



**\$1.75
RETAIL**

WE NEED ☐ dozen No. 1
Finest brass cylinder, pin-tumbler security. Heavy brass locking lever. Powerful 1 1/4" laminated steel case.



**\$1.50
RETAIL**

WE NEED ☐ dozen No. 3
Strong 1 1/2" laminated steel padlock. Solid brass cylinder and locking lever. Pin-tumbler security. Cadmium rustproofed.



**\$1.25
RETAIL**

WE NEED ☐ dozen No. 7
Compact 1 1/8" laminated steel padlock. Pin-tumbler security, brass cylinder and locking lever. Cadmium rustproofed.

Master Lock Company, Milwaukee 45, Wis. • World's Largest Padlock Manufacturers